

# Alcoholic Drinks in Western Europe

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## Abstracts

The on-trade continued its recovery in the Western European alcoholic drinks market in 2022. However, it still has some ground to make up after the losses inflicted by the COVID-19 restrictions in 2020. The off-trade, after seeing a demand spike in 2022, when more consumption moved into the home, has since been in decline, although sales still remain above their pre-pandemic levels. Unit volume growth will mostly come from the on-trade over 2022-2027, with the off-trade generally trading water.

Euromonitor International's Alcoholic Drinks in Western Europe global briefing offers an insight into to the size and shape of the Alcoholic Drinks market in both the off-trade and the on-trade, it highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading companies and brands by total volume, offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Alcoholic Drinks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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