

# Alcoholic Drinks and Pandemic Ripple Effects; Has Premiumization Peaked?

<https://marketpublishers.com/r/A4BF62AA9590EN.html>

Date: October 2020

Pages: 33

Price: US\$ 1,325.00 (Single User License)

ID: A4BF62AA9590EN

## Abstracts

While sociological and lifestyle shifts impacting the alcohol industry are evolving, there is now little doubt that the pandemic's macroeconomic ripple effects will be seismic. While the scale and severity of these contractions is up for debate, parallels with other cyclical severe downturns can be enlightening. It is in that context that the Great Recession of 2009 provides relevant and actionable insights as the premiumisation narrative faces an inevitable reckoning.

Euromonitor International's Alcoholic Drinks and Pandemic Ripple Effects; Has Premiumization Peaked? 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.

## Contents

Introduction

Beyond 'Unprecedented'; Learnings from the Great Recession

Is the Tide Turning? Premiumisation Peaks

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