

Booze Without Alcohol, Coffee Without Beans, Whisky Without Ageing: Next-Gen Synthetic Beverages

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Abstracts

A new crop of synthetic beverages is seeking to disrupt many traditional drinks categories. This includes synthetic alcoholic substitutes aimed at mindful drinking occasions, sustainable products aimed at winning over green consumers, and even lab-aged whiskies trying to bring down the price point of luxury spirits. Before they can go mainstream, though, they must overcome numerous challenges, including regulatory hurdles and the growing consumer preference for natural products.

Euromonitor International's Booze Without Alcohol, Coffee Without Beans, Whisky Without Ageing: Next-Gen Synthetic Beverages global briefing offers an insight into to the size and shape of the Hot Drinks market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading companies and brands, 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. The analysis can focus on both retail and foodservice.

Product coverage: Plucker.Process.Domain.Entities.ProductEntity,
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Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Hot 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
- Snacking before Covid-19
- Short-Term Disruption
- Mid-Term Implications
- Mid-term implications
- Long-Term Shifts
- Long-term shifts
- Conclusion
- Appendix
- The Next Generation of Synthetic Beverages

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