

The Impact of Coronavirus on Alcoholic Drinks

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Date: April 2020

Pages: 39

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

ID: I25E8A5913A6EN

Abstracts

With COVID-19 developing into an unprecedented and multilayered crisis of historical magnitude, the alcoholic drinks industry will not escape the ripple effects that will reshape social norms and attitudes, macroeconomic fundamentals and drinking rituals and occasions. Nevertheless, and while the impact will be profound and usher in a generational paradigm shift, adaptability, pragmatism and creatively tapping into digital realms will soften the inevitable blow. What does the future hold?

Euromonitor International's The Impact of Coronavirus on Alcoholic Drinks 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.

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

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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

Economic Outlook

Industry Impact

Geographic Impact

Corporate Response

Conclusion

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