

New Product Developments in Alcoholic Drinks: Key Themes, Examples and Glimpses of the Future

<https://marketpublishers.com/r/NF03166F7C9EN.html>

Date: July 2014

Pages: 41

Price: US\$ 2,000.00 (Single User License)

ID: NF03166F7C9EN

Abstracts

New product developments are gaining momentum and importance in an era of fierce competition among key alcoholic drinks categories and a rapidly reducing acquisition pool. Identifying the key themes driving innovation, realising their cross-category relevance and moving beyond trade taboos and stereotypes is essential for securing success in the brave new world of the alcoholic drinks industry.

Euromonitor International's New Product Developments in Alcoholic Drinks: Key Themes, Examples and Glimpses of the Future 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/High-Strength Premixes, 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

New Product Developments in Alcoholic Drinks: Key Themes, Examples and Glimpses of the Future

Euromonitor International

July 2014

Introduction

Packaging

Health Spin

Expanding Occasions

Indulgence

Twisting Local Specialities

Craft

Conclusions

Report Definitions

I would like to order

Product name: New Product Developments in Alcoholic Drinks: Key Themes, Examples and Glimpses of the Future

Product link: <https://marketpublishers.com/r/NF03166F7C9EN.html>

Price: US\$ 2,000.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/NF03166F7C9EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

