

# New Product Developments in Alcoholic Drinks: Post-recessionary Innovation in Mature and Emerging Markets

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## Abstracts

The rebound posted by the global alcoholic drinks industry in 2010 took different forms and registered contrasting levels of momentum - or lack thereof - in emerging and mature markets. New product developments ranging from the radical to the generic and from packaging to polarisation were among the primary vehicles driving the resurgence while at the same time adapting respective offerings to the needs of the new, post-recessionary consumer.

Euromonitor International's New Product Developments in Alcoholic Drinks: Post-recessionary Innovation in Mature and Emerging Markets 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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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