

# Raising a Glass to the Future: Innovation in Alcoholic Drinks

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## Abstracts

Alcoholic drinks have always straddled the line between traditionalism and novelty, with heritage providing timeless gravitas, while innovation recruits younger consumers or allows for fresh occasions or need states to emerge. The pandemic years derailed new product launch pipelines as the focus shifted back towards streamlining operations, but as Gen Z is coming of age, brand and category promiscuousness replace blind loyalty, and new rituals emerge, what does the future hold for innovation?

Euromonitor International's Raising a Glass to the Future: Innovation in 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.

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

Setting the scene

Indulgence, escapism and a cocktail of nostalgia with a twist

Sustainability, packaging and thinking outside all boxes

Ready to dominate? RTDs are back

Do drinkers dream of electric bartenders?

Conclusions and recommendations

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