

The Recovery and the Macroeconomic Balancing Act – Part 2: The Category Angle

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Abstracts

Alongside diverging regional prospects, key categories' fortunes also vary. Even in one market, two extremes can coexist – polarisation is still the industry buzzword. There is certainly a place for economy products in recessionary markets, but premiumisation has proved to be more solid than expected, as evidenced by value outperforming volume. This is not to underestimate the difficulties faced, as downside risks and the possibility of “black swan” events have the potential to exercise pressure...

Euromonitor International's The Recovery and the Macroeconomic Balancing Act – Part 2: The Category Angle 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

Introduction
Global Category Snapshots
Definitions

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