

Spirits in Asia: Trends in Bars Through the Social Media Lens

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Abstracts

The bar is a vital node for alcoholic drinks. Bartenders can be influential trendsetters and industry movers. Recognising the role of bars for the industry, this report seeks to identify key trends across bars in Asia, look at their drivers and examining their relevance in the global landscape. As a supplementary methodology, social media keyword analysis is performed on the top 35 bars in Asia to gather additional insights into recent trends in the region.

Euromonitor International's Spirits in Asia: Trends in Bars Through the Social Media Lens 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.

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