

Alcoholic Beverages: Market Research Report

https://marketpublishers.com/r/AE1007E049AEN.html

Date: December 2011

Pages: 374

Price: US\$ 1,450.00 (Single User License)

ID: AE1007E049AEN

Abstracts

The global outlook series on Alcoholic Beverages provides a collection of statistical findings, market briefs, and concise summaries of research findings.

Amply illustrated with market data, tables, charts, and graphs, the report covers United States, Japan, Europe, Asia-Pacific, Latin America, and Middle East and Africa.

European markets briefly discussed include Austria, Belgium, Bulgaria, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Norway, Russia, Spain, Sweden, Netherlands, Switzerland, United Kingdom, and Ukraine, among others.

Asian and Latin American markets covered include Australia, New Zealand, China, Hong Kong, India, Indonesia, Malaysia, Singapore, South Korea, Thailand, Taiwan, and Philippines, Argentina, Brazil, Chile, Colombia, Mexico, and Venezuela, among others.

Also included is a directory listing of addresses, and contact details of 920 companies worldwide.



Contents

1. OVERVIEW

Introduction
Market Outlook
High Growth Potential in Emerging Markets
Expansions and Consolidations Expected to Increase
On-Trade Sales to Become Increasingly Significant

Table 1. Global Market for Alcoholic Beverages by Geographic Region-US, Europe, Asia-Pacific and Rest of World Markets Independently Analyzed with Annual Sales Figures in US\$ Billion for 2010 thorough 2015

Table 2. Global Alcoholic Beverages Market (2011 & 2015): Percentage Breakdown of Value Sales by Geographic Region –US, Europe, Asia-Pacific and Rest of World

Major Factors Impacting Demand Tax Impositions and Drinking Habits Influence of Culture and Tradition Influence of Lifestyle

Impact of Tourism

Growing Health Concerns

General Health Benefits of Alcoholic Beverages

Influence of Wealth

Market Trends

Evolving Alcohol Market Creates New Opportunities for Manufacturers

Alcohol Manufacturing Giants On a Roll

Flavored Alcohol Popularizes

Product Innovation to Lure Young Adults

Major Issues

Issues Affecting the Global Alcohol Beverage Industry

Contraband and Parallel Trade

Underage Drinking

Excessive Alcohol Consumption and Liver Cirrhosis

Advertising

Drunken Driving

Segment Review



Wines

Red Wines to Account for the Highest Number of New Launches Key Statistics

Table 3. Global Wine Market (2010): Per Capita Consumption of Wine in Liters by Country- France, Italy, the US, Australia, China and India

Table 4. Global Wine Market Share (2010): Percentage Breakdown of Volume Sales of Duty Free Wine by Category – Still Light Wine, Champagne, Vermouth, Sherry, Port, and Others

World Wine Market (2010): Top 10 Wine Manufacturing Nations (in '000 Liters)

Table 5. Global Still Wine Market (2010): Percentage Breakdown of Volume Sales by Country-US, Italy, France, Germany, China, UK, Argentina, Spain, Russia, Portugal and Others

World Wine Market (2010): Top 10 Wine Consuming Nations ('000 Liters)

Beer

Beer and RTDs on a High

World Beer Market (2010): Top 10 Beer Manufacturing Countries

Premium Beer Market - Global Overview

Innovation to Play a Key Role in Driving Sales of Premium Beer

Spirits

Growing Trend Towards Premium Products

Product Innovations Anticipated to Drive Sales in the Spirits Industry

Rising Popularity of Alternatives

Brandy Trends Across the World

Per Capita Consumption and Expenditure

Spirits Production: A Brief Overview

Imports and Exports

Distribution of Spirits: Off-Trade Vs On-Trade

Sales through Duty-Free Outlets

Packaging: Glass Format Continues to Dominate

Taxation on Spirits

Key Statistics



Table 6. Major Brands in the Global Liquor Market by Sales (2009) (In US\$ Million)

Table 7. Global Spirits Market (2010): Percentage Breakdown of Volume Sales of Duty-free Liquor by Type – Scotch Whiskey, Vodka, Liqueurs, Cognac/ Armagnac, Rum, Gin, Tequila, and Others

Table 8. Global Brown Spirits Market (2010): Percentage Breakdown of Volume Sales by Segment – Whiskey, Rum, and Brandy

Table 9. Global Brown Spirits Market (2010): Percentage Breakdown of Dollar Sales by Segment – Whiskey, Rum, and Brandy

Table 10. Global White Spirits Market (2010): Percentage Breakdown of Volume Sales by Segment – Vodka, Gin, and Rum

Table 11. Global White Spirits Market (2010): Percentage Breakdown of Dollar Sales by Segment – Vodka, Gin, and Rum

- 2. MERGERS & ACQUISITIONS
- 3. STRATEGIC CORPORATE DEVELOPMENTS
- 4. PRODUCT LAUNCHES

A REGIONAL PERSPECTIVE

- 1. NORTH AMERICA
- **1A. UNITED STATES**

Overview of the US Alcohol Beverage Market

Table 12. US Alcoholic Beverages Market Analysis by Product Segment – Spirits, Beer, Wine and Others Independently Analyzed with Annual Sales Figures in US\$ Billion for Years 2010 through 2015

Table 13. US Alcoholic Beverages Market (2011 & 2015): Percentage Breakdown of



Dollar Sales by Product Segment Spirits, Beer, Wine and Others

Overview of Spirits Market

Whiskey and Its Status in the US

US: the New Leader in Global Wine Consumption

Perspective of Beer Industry

Lenient Tax Policies On Beer to Drive Sales

Market Scenario

Alcohol as a Cooking Ingredient

Off-trade Sales Balance Out Effects Recession

Spirits to Make a Comeback Post Recession

Rum Bars to Drive Rum Sales

Beer Production Continues to Decline in 2011

Competitive Scenario

Factors Delineating Fragmentation

Private Labels: A Prosperous Sector During Recession

Market Conditions

Red Wine Sales Increases

Growing Influence of Latin Culture

Growth in Super-Premium Products

Growing Popularity of Liqueurs in Younger Population

Declining Demand for Gin and Whiskey

Measures Adopted by Manufacturers to Improve Earnings Post Recession

Pricing Trends

Packaging Trends

New Product Trends

Retail Trends and Popular Packaging Formats

Table 14. US Alcoholic Beverage Market (2010): Percentage Breakdown of Volume Sales of Alcoholic Beverages by Distribution Channles-Supermarkets/ Hypermarkets, Convenience Stores, On-trade and Others

Regulatory Overview

Regulations on Advertising

Regulations on Opening Hours

Regulations on Drunken Driving

Regulations on Underage Drinking

Regulations on Distribution



Taxation on Distilled Spirits
Contraband Trade
Parallel Trade
Functions of BATF
Vodka Market
Market Players
Brown, White and Specialty Spirits market
Spirits – Market Conditions
Tequila – A Variable Market
Market Players
Competition

Table 15. Private Label Beer Market in the US (2009): Sales in Volume (Thousands of Nine Liter Cases) and Value (US\$ Million) by Product Type – Imported, Micro/Craft, and Domestic Sub-Premium

Table 16. Private Label Spirits Market in the US (2010): Percentage Breakdown of Volume Sales and Value by Product Type – Domestic Vodka, Rum, North American Whiskey, Domestic Gin, Tequila, Imported Vodka, Domestic Brandy, Scotch Whiskey, and Cognac

Table 17. Leading Domestic Beer Brands in the US by Sales (2009) (In US\$Million)

Table 18. Leading Individual Spirit Brands in the US (2010) (Sales in US\$ Million)

Table 19. Leading Individual Wine Brands in the US (2009): Sales in US\$ Million for Yellow Tail, Sutter Home, Franzia, Woodbridge by Robert Mondavi, K-J Vintners Reserve, Carlo Rossi, Barefoot, Beringer, Livingston Cellars, And Clos Du Bois

Table 20. US Ready-to-drink/ High-strength Pre-mixes Market (2010): Percentage Breakdown of Volume Sales By Brands- Mike's Hard Beverage, Sparks, Bacardi Silver, Smirnoff Ice, Bartles & Jaymes, Smirnoff, Seagram's Coolers, Smirnoff Twisted V Green Apple, Smirnoff Twisted V Watermelon, Smirnoff Twisted V Wild Grape and Others

Trade Statistics



Table 21. US Beer Market (2010):Percentage Breakdown of Value Exports to Destination Countries -Canada, Mexico, Paraguay, Panama, Chile, Taiwan, Australia, South Korea, UK, UAE and Others

Table 22. US Wine Market (2010):Percentage Breakdown of Value Exports to Destination Countries-Canada, UK, Hong Kong, Japan, Italy, Germany, China, France, Switzerland (excluding Liechenstein), Belgium and Others

Table 23. US Spirits Market (2010):Percentage Breakdown of Value Exports to Destination Countries - Canada, UK, Germany, Mexico, Australia, Netherlands, France, Japan, Spain, Italy and Others

Table 24. US Beer Market (2010):Percentage Breakdown of Value Imports by Country of Origin - Mexico, Netherlands, Canada, Belgium, Germany, Ireland, UK, Jamaica, Italy, Dominican Republic and Others

Table 25. US Wine Market (2010):Percentage Breakdown of Value Imports by Country of Origin - Italy, France, Australia, Chile, Argentina, Spain, New Zealand, Germany, Portugal, South Africa and Others

Table 26. US Spirits Market (2010): Percentage Breakdown of Value Imports by Country of Origin - France, UK, Mexico, Sweden, Ireland, Canada, Netherlands, Germany, Italy, Russia and Others

1B. CANADA

Overview

Table 27. Canada Alcoholic Beverage Market (2010) - Percentage Breakdown of Value Sales by Product Type Beer, Wine, Spirits and Others

Table 28. Canada Alcoholic Beverage Market (2010): Breakdown of Per Capita Consumption by Product Type-Beer, Wine, Coolers and Spirits

Table 29. Whiskey Market in Canada (2010): Percentage Share of Value Sales by Product Category – Canadian Whiskey, Blended Scotch Whiskey, Single Malt Scotch Whiskey, Bourbon/Other US Whiskey, and Irish Whiskey



Table 30. Major Whiskey Brands in Canada (2009): Percentage Breakdown of Volume Sales by Brand for Crown Royal, Black Velvet, Canadian Mist and Others

Influence of Brand Loyalty
Canadian Wine Industry
Liquor Boards in Canada
Wines Register Highest Sales Growth Among Alcoholic Drinks
Beer Dominance Fades
Trends in Packaging

Table 31. Canada Packaged Beer Market (2010): Percentage Share Breakdown of Packaged Beer by Packaging Format- Large Bottles, Small Bottles and Cans

Trends in New Product Introductions
Trends in Distribution
Imports and Exports
Regulatory Overview
Regulations on Advertising
Regulations on Opening Hours
Regulations on Drunken Driving
Taxes on Wine
Taxation on Spirits

Contraband and Parallel Trade

Trade Statistics

Table 32. Canada Beer Market (2010): Breakdown of Value Exports in US\$ Million by Destination Countries

Table 33. Canada Wine Market (2010): Breakdown of Value Exports by Destination Countries-US, China, Hong Kong, South Korea, UK, Singapore, Japan, Taiwan, Switzerland, France and Others (in US\$ Million)

Table 34. Canada Spirits Market (2010): Breakdown of Value Exports in US\$ Million by Destination Countries-US, UK, Germany, Vietnam, Sweden, Japan, Hong Kong, Bahamas, Hungary, Finland and Others

Table 35. Canada Beer Market (2010): Breakdown of Value Imports by Country of



Origin -Netherlands, US, Mexico, Belgium, UK, Ireland, Germany, Denmark, France, Czech Republic and Others (in US\$ Million)

Table 36. Canada Wine Market (2010): Breakdown of Value Imports by Country of Origin -France (incl. Monaco, French Antilles), Italy, US, Australia, Argentina, Chile, Spain, New Zealand, Portugal, South Africa and Others

Table 37. Canada Spirits Market (2010): Breakdown of Value Imports by Country of Origin -US, UK, France, Ireland, Mexico, Sweden, Italy, Germany, Jamaica, Russia and Others (In US\$ Million)

2. JAPAN

Overview

Table 38. Japanese Alcoholic Beverages Market (2010): Percentage Breakdown of Volume Sales by Product Group/Segment – Brown Spirits (Whiskey, Rum and Brandy), White Spirits (Vodka, Gin and Rum), Liqueurs & Other Specialties, and Others

Market Trends

Beer in Japan

Whiskey Sales Recoil Despite Recession

Growing Popularity of Spirits Used for Mixers and Cocktails

Growing Number of Women Consumers

Economic Crisis and Under-population Hit the Japanese Alcohol Beverage Industry

Trends in Pricing

Trends in Packaging

Trends in Distribution

Regulatory Overview

Regulations on Advertising

Regulations on Opening Hours

Regulations on Drunken Driving

The Liquor Licensing Law

Taxation on Spirits

Impact of Contraband/Parallel Trade

Issues Concerning Alcohol Abuse

3. EUROPE



Overview

Overview of the European Alcoholic Beverage Market
A Shift in Consumer Preferences
Per Capita Consumption and Expenditure in Western Europe
Per Capita Consumption and Expenditure in Eastern Europe
Spike in Beer Tax, Imperils Economic Recovery
Champagne Sales Increase in 2010
Key Statistics

Table 39. European Recent Past, Current and Future Analysis For Alcoholic Beverages By Geographic Region-France, Germany, Italy, UK and Rest of Europe Markets Independently Analyzed with Annual Sales Figures in US\$ Billion for 2010 thorough 2015

Table 40. European Alcoholic Beverage Market (2011 & 2015)-Percentage Breakdown of Value Sales by Country/ Region for the France, Germany, Italy, UK and Rest of Europe

Table 41. Europe Beer Market (2010):Breakdown of Per Capita Beer Consumption in Liters by Countries- Czech Republic, Germany, Austria, Ireland, UK and Belgium

Table 42. Europe Wine Market (2010): Breakdown of Per Capita Wine Consumption in Liters by Countries-France, Italy, Portugal, Switzerland, Spain, Belgium, Germany, Australia, New Zealand, UK, Ireland, Sweden and US

Europe Spirits Market (2009): Top 5 Spirit Manufacturing Countries (in '000 hectoliters) Trade Statistics

European Spirits Exports Scenario

Europe Spirits Market (2010): Top 10 Export Markets for European Spirits

Table 43. European Spirits Market (2010): Percentage Breakdown of Volume Exports by Type-Whiskey, Vodka, Brandy, Other White Spirits, Flavored Spirits and Under 15% Alcohol Drinks

Table 44. European Spirits Market (2010): Percentage Breakdown of Market Share of Volume Imports by Type- Other White Spirits, Whiskey, Vodka, Flavored Spirits, Brandy



and Under 15% Alcohol Drinks

3A. AUSTRIA

Overview
Declining Overall Volume Sales
Major Growing Sub-Segments
Competitive Scenario
Trends in Distribution
Regulatory Overview

3B. BELGIUM

Overview
Premium Products Offset Declines in Whiskey
Declining Genievre Sales
Competitive Scenario
Trends in Distribution

3C. BULGARIA

Overview

Domestic Manufacturers Dominate

Bulagrian Beer Consumption Declines

Packaging Trends

Trends in Distribution

Parallel and Contraband Trade: A Major Issue

3D. CZECH REPUBLIC

Overview

High Consumption Levels

Competitive Scenario

Trends in Distribution

Regulatory Environment

Regulations on Advertising

Regulations on Opening Hours

Regulations Regarding Packaging and Label

Parallel and Contraband Trade



3E. DENMARK

Overview

Maturing Beer Markets

White Spirits: The Fastest Growing Segment

Trend towards Premium Products

Trends in Distribution

Regulatory Overview

Regulations on Advertising

Regulations on Drunken Driving

Taxation on Spirits

Parallel and Contraband Trade

3F. ESTONIA

Overview

Decline of Beer and Vodka Exports

3G. FINLAND

Overview

Spirits: A Controlled Sector

Low Alcohol Beverages' Sales Witness Slump in Sales

Trends in Distribution

Regulatory Overview

Regulations on Advertising

Regulations on Drunken Driving

Taxation on Spirits

Trade Statistics

Table 45. Finland Alcoholic Beverages Market (2010): Percentage Breakdown of Volume Exports by Product Type-Beer, Long Drinks, Wine, Spirits, Cider and Intermediates

3H. FRANCE

Overview



Whiskey and White Spirits Drive Growth

Tequila Hit by the Agave Crisis

France to Retain No. 1 Spot

Cognac Enjoys Strong Growth

French Wine Producers Team Up to Introduce National Brand

Competitive Scenario

Trends in Pricing

Trends in Packaging

Trends in Distribution

Regulatory Overview

Regulations on Advertising

Regulations on Drunken Driving

Taxation on Distilled Spirits

Table 46. French Alcoholic Beverages Market (2010): Percentage Breakdown of Volume Sales by Product Group/Segment – Brown Spirits (Whiskey, Rum and Brandy), White Spirits (Vodka, Gin and Rum), Liqueurs & Other Specialties, and Others

3I. GERMANY

Overview

Table 47. German Alcoholic Beverages Market (2010): Percentage Breakdown of Volume Sales by Product Group/Segment – Brown Spirits (Whiskey, Rum and Brandy), White Spirits (Vodka, Gin and Rum), Liqueurs & Other Specialties, and Others

Steady Downward Trend in Beer Market
Declining Consumption Levels
Soft Spirits Exhibit Declining Trend
Competitive Scenario

Table 48. Leading Players in the German Alcoholic Beverages Market (2010): Sales in € Million for Radeberger Gruppe KG, InBev deutschland GmbH, Brau Holding International GmbH & Co. KgaA, Eckes spirituosen &wein GmbH, and Gorbatschow wodka KG



Pricing Trends

Packaging Trends

Distribution Trends

Regulatory Overview

Regulations on Advertising

Regulations on Drunken Driving

Taxation of Spirits

Governmental Efforts to Curb Consumption Levels

Contraband and Parallel Trade: A Major Issue

3J. GREECE

Overview

Female Consumers Drive Cream Liqueurs

The Seasonality Aspect

Global Players Dominate

Packaging Trends

Regulatory Overview

Regulations on Advertising

Regulations on Drunken Driving

Taxation on Spirits

3K. HUNGARY

Overview

Dominance of Domestic Products

Competitive Scenario

Packaging Trends

Regulatory Environment

Regulations on Advertising

Regulations on Drunken Driving

Parallel and Contraband Trade

3L. IRELAND

Overview

Irish Alcohol Market



Table 49. Ireland Alcoholic Beverage Market (2010): Percentage Breakdown of Consumption by Product Category- Beer, Wine, Spirits and Cider

Table 50. Ireland Alcoholic Beverage Market (2010): Percentage Breakdown of Value Sales by Product Segment-Beer, Wine, Spirits and Cider

Beer: The Clear Favorite

Smirnoff: The Leading Vodka Brand

Bacardi Dominates White Rum

Teguila and Cream Liqueurs: Niche Sectors

Irish Cider Industry

2010: A Year of Consolidation and Stabilization

Competitive Scenario

Trends in Distribution

Wine Industry in Ireland

Off-trade Wine Sales Share Continues to Decline

Major Issues

Underage Drinking

Parallel and Contraband Trade

Regulatory Overview

Regulations on Advertising

Regulations on Opening Hours

Regulations on Drunken Driving

Taxation on Spirits

Trade Statistics

Table 51. Ireland Table Wine Market (2010): Percentage Breakdown of Imports by Origin Country-Australia, Chile, France, US, South Africa, Spain, Italy, New Zealand, Germany, Argentina, Portugal and Others

3M. ITALY

Overview

Table 52. Italian Alcoholic Beverages Market (2010): Percentage Breakdown of Volume Sales by Product Group/Segment – Brown Spirits (Whiskey, Rum and Brandy), White Spirits Vodka, Gin and Rum), Liqueurs & Other Specialties, and Others



Rising Popularity of Dark Rum

Declining Popularity of Flavored Vodka

Bourbon Witnessing Growth

Growing Trend towards Super-Premium Single Malt Products

Rising Popularity of Imported Brandy

Cognac Reflects Trends in Brandy

Liqueurs Still Popular

Competitive Scenario

Market Trends

Changing Consumption Patterns

Rising Trend Towards Low Alcohol Drinks

Pricing Trends

Packaging Trends

Trends in Distribution

Regulatory Overview

Regulations on Advertising

Other Regulations

Taxation on Spirits

3N. NORWAY

Overview

Spirits Consumption: Fashion Driven

Popularity of Aquavit

Alcoholic Beverage Industry Unaffected by Recession

Competitive Scenario

Packaging Trends

Trends in Distribution

Regulatory Overview

Regulations on Advertising

Regulations on Drunken Driving

Parallel and Contraband Trade

30. POLAND

Overview

Declining Volume Sales

Trend Towards Premium Products

Mixers, Cocktails and Other Spirits Remain Unpopular



Popularity of Nalewkas

Packaging Trends

Trends in Distribution

Regulatory Environment

Regulations on Advertising

Restrictions in On-trade Licensing

Regulations on Drunken Driving

Taxation on Spirits

Parallel and Contraband Trade

3P. PORTUGAL

Overview

Blended Scotch Dominates the Whiskey Sub-Segment

Single Malts Drive the Whiskey Sub-Segment

Brandy and Cognac Exhibit Declining Trend

Competitive Scenario

Packaging Trends

Trends in Distribution

3Q. ROMANIA

Overview

Spirits Sales Decline

Branding Gains Acceptance

Local Manufacturers Dominate

Packaging Trends

Trends in Distribution

Parallel and Contraband Trade

3R. RUSSIA

Overview

Russian Vodka Market Poised to Grow

Beer Production Forecast to Decline

Premium Products

Domestic Players Foray into Cream Liqueurs



Table 53. Alcoholic Beverages Market in Russia (2009): Production in Decaliters by Product Type – Beer, Grape Wine, Sparkling Wine, Brandy, and Fruit Wine

Competitive Scenario

Packaging Trends

Revival of the Glass Tare Packaging

Trends in Distribution

Regulatory Environment

Regulations on Advertising

Regulations on Opening Hours

Taxation on Spirits

Parallel and Contraband Trade

Table 54. Russian Alcoholic Beverages Market (2010): Percentage Breakdown of Volume Sales by Product Group/Segment – Brown Spirits (Whiskey, Rum and Brandy), White Spirits (Vodka, Gin and Rum), Liqueurs & Other Specialties, and Others

3S. SLOVAK REPUBLIC

Overview

High Consumption Levels

Spirits: Relatively Stable

Packaging Trends

Trends in Distribution

Regulatory Environment

Regulations on Advertising

Parallel and Contraband Trade

3T. SPAIN

Overview

Whiskey: The Largest Variety

Dark Rum Exhibits Strong Performance

Vodka: Another Growth Driver Traditional Spirits Losing Out Sluggishness in Brandy Sales

Tequila: On-Trade Sales Drives Growth

Contrasting Trends in the Liqueurs Segment



Market Trends

Younger Consumers Drive Growth in Certain Sub-Segments

Healthy Economy Drives the Trend Towards Premium Products

Impact of Price Polarizations

Rising Trend towards Non-Alcoholic Habits

Pricing Trends

Packaging Trends

Trends in Distribution

Regulatory Overview

Regulations on Advertising

Regulations on Opening Hours

Taxation on Spirits

Table 55. Spanish Alcoholic Beverages Market (2010): Percentage Breakdown of Volume Sales by Product Group/Segment – Brown Spirits (Whiskey, Rum and Brandy), White Spirits (Vodka, Gin and Rum), Liqueurs & Other Specialties, and Others

3U. SWEDEN

Overview

Premium Products: The In-Thing

Influence of Fashion

Popularity of Traditional Drinks

Table 56. Sweden Alcoholic Beverage Market (2010): Breakdown by Per Capita Consumption by Type-Spirits, Wine, Strong Beer, Medium Strength Beer, Cider and Mixed Drinks and Others

Packaging Trends

Regulatory Overview

Regulations on Advertising

Regulations on Distribution

Regulations Regarding Opening Hours

Regulations on Drunken Driving

Parallel and Contraband Trade

3V. SWITZERLAND



Overview

The Trend Towards Premium Products

Influence of Fashion

Packaging Trends

Trends in Distribution

Regulatory Overview

Regulations on Advertising

Regulations on Opening Hours

Regulations on Drunken Driving

3W. THE NETHERLANDS

Overview

Alcoholic Beverage Market Remains Relatively Unaffected by Recession

Popularity of Jenever

Whiskey: Premium Products Drive Growth

Liqueurs Exhibit Declining Trend

Rum Exudes Strong Performance

Vodka Entirely Imported

Remy Martin Leads Cognac

Low Alcohol Drinks On A High

Competitive Scenario

Trends in Distribution

Regulations on Advertising

Regulations on Opening Hours

Regulations on Drunken Driving

Taxation on Spirits

3X. THE UNITED KINGDOM

Overview

Eco-friendly Beer Breweries in the UK

Optimistic Future for the UK Wine Industry

Demand for Organic Alcohol on Rise

White Spirits Market Scenario

Table 57. White Spirits Market in the UK (2009): Percentage Breakdown of Value Sales



by Category - Vodka, Gin, White Rum, and Others

Agave Crisis Restricts Tequila Growth
Spike in Excise Tax Increases Prices of Wine and Spirits
Other Liqueurs Dominate the Liqueurs Segment
Rum Exhibiting Declining Trend
Cider: A Popular On-trade Summer Drink
Influence of Consumption Habits
On-Trade Beer Sales Decline
Regional Variations in Consumption

Table 58. UK Alcoholic Beverages Market (2010): Percentage Breakdown of Total Production Share by Type-Beer, Spirits, Wine, Cider & Perry and Coolers and RTDs

Table 59. Beer and Cider Market in the UK (2010) Percentage Breakdown of Value Sales by Product Type – Lager, Ale, Cider, and Stout

Competitive Scenario

Beer Tax Flattens Out Overall Beer Sales

Packaging Trends

Major Issues

Contraband and Parallel Trade

Alcohol Abuse

Regulatory Environment

Regulations on Advertising

Regulations on Opening Hours

Regulations on Drunken Driving

Taxation on Spirits

3Y. TURKEY

Overview

Beer Dominates the Alcoholic Drinks Segment

Tourism Drives Market Growth

Raki: The Largest Variety

Bourbon Exhibits High Growth

Vodka Dominates White Spirits

Trends in Distribution



Regulatory Overview

Regulations on Distribution

Regulations on Advertising

Regulations on Opening Hours

Regulations on Drunken Driving

Taxation on Spirits

Parallel and Contraband Trade

3Z. UKRAINE

Overview

Wine Market Overview and Legal Framework

Exports of Alcohol Wanes

Beer Market to Register A Spike in Sales

Popularity of Vodka

Robust Brandy Sales

Illegal Spirits: A Major Issue

Packaging Trends

Trends in Distribution

Regulatory Environment

Regulations on Advertising

Taxation on Spirits

Parallel and Contraband Trade

4. ASIA-PACIFIC

Overview of the Asian Alcoholic Beverage Market

Per Capita Consumption and Expenditure

Asia-Pacific to Emerge As a Growing Market for Alcoholic Beverages

Asia-Pacific: Largest Beer Market

4A. AUSTRALIA

Overview

Australia: More of an Importer than a Producer

Whiskey: The Largest Sub-Segment

Vodka Drives White Spirits

Factors Inhibiting Growth

Rise in Sales of Imported Wines



Market Trends

Consolidation of Retail Business

Quality Wine Production Anticipated in 2011Despite Unfavorable Weather Conditions Australia Wine Market (2010): Top 20 Wine Producers By Volume

Table 60. Australian Wine Market (2010): Percentage Breakdown of Volume Sales by Type-Fortified, Table, Sparkling, Carbonated and Other Wine Products

Table 61. Australia Wine Market (2010): Percentage Breakdown of Volume Sales by Country- Australia, New Zealand, Germany, UK, China, Canada, US and Others

Ready-to-drink and Premixed Beverages in High Spirits

Trends in Distribution

Regulatory Overview

Regulations on Advertising

Regulations on Drunken Driving

Regulations on Legal Age for Drinking

Taxation on Distilled Spirits

Table 62. Australian Alcoholic Beverages Market (2010): Percentage Breakdown of Volume Sales by Product Group/Segment – Brown Spirits (Whiskey, Rum and Brandy), White Spirits (Vodka, Gin and Rum), Liqueurs & Other Specialties, and Others

Trade Statistics

Wine Exports Scenario in Australia

Table 63. Australia Wine Market (2010): Percentage Breakdown of Volume Exports by Wine Type-Still (Red and White), Sparkling, Fortified, Carbonated and Others

Table 64. Australia Wine Market (2010): Percentage Breakdown of Exports in Volume Terms by Destination Country-UK, USA, Canada, China, Germany, New Zealand and Others

Table 65. Australian Wine Market (2010): Percentage Breakdown of Volume Imports by Origin Country-New Zealand, France, Italy, Spain, Germany and Others



4B. NEW ZEALAND

Overview

Consumer Awareness Impacts Sales of High Alcohol Spirits

Wine Sales Up

Factors Inhibiting Growth

Competitive Scenario

Regulatory Environment

Regulations on Advertising

Regulations on Opening Hours

Regulations on Drunken Driving

4C. CHINA

Overview

Historic Review of the Chinese Beer Industry

Current Analysis of the Alcoholic Beverage Industry in China

Parallel Trade Restricts Growth of Imported Brands

Highly Fragmented Market

China: Fastest Growing Beer Market

Imported Spirits Exhibit Declining Trend During Recession

Recovery of the Premium Spirits Market Anticipated Post Recession

Low/Non-Alcohol Drinks – Major Threat to Spirits Market

Sales of Imported Spirits Reflect Regional Development

China: the World's Fastest Growing Wine Market

Per Capita Consumption High in Northern Regions

Retail Trends in the Chinese Alcohol Beverage Industry

China Alcohol Beverage Market (2010): Top 7 Off-Trade Sales Formats

Glass Dominates the Spirits Packaging Market

Distribution Scenario

Key Statistics

Table 66. China Alcoholic Beverage Market (2010): Percentage Breakdown of Volume Sales by Product Type-Beer, Wine and Spirits

Table 67. China Alcoholic Beverage Market (2010): Percentage Breakdown of Value Sales by Product Category-Beer, Wine, Spirits and Others



Table 68. China Beer Market (2010): Percentage Breakdown of Volume Sales in Millions of Liters by Brands Snow, Tsingtao, Yanjing, Harbin (Anheuser-Busch InBev NV), Zhujiang, Hans, Jinxing, Liquan, Sedrin (Anheuser-Busch InBev NV), Laoshan, Harbin (Anheuser-Busch), Sedrin (InBev) and Others

Table 69. China Spirits Market (2010): Percentage Breakdown of Volume Sales in Millions of Liters BY Brands-Luzhou Lao Jiao Da Qu, Red Star Er Guo Tou, Jian Nan Chun, Tuo Pai, Changyu, and Others

Table 70. China Still, Light and Grape Wine Market (2010): Percentage Breakdown of Volume Sales In Miliions of Liters By Brands-Great Wall, Changyu, Weilong, Dynasty, Suntime, Shangri-la (Vats Group), Tonghua (Macrolink Group) and Others

4D. HONG KONG

Overview

Impact of Shift in Consumer Preferences

Cognac: Ideal During Special Celebrations

Competitive Scenario

High Duties Affect Premium Products

Packaging Trends

Trends in Distribution

Regulatory Overview

Regulations on Advertising

Regulations on Intoxicated Driving

Taxation on Spirits

Illegal Trade

4E. INDIA

Overview

Indian Alcoholic Beverage Industry Beats Global Recession Blues

White Spirits Exhibit High Growth

Other Spirits: A Large But Unorganized Sector

Whiskey: The Largest Sub-Segment

Shift in Consumer Preferences

Domestic Players Lead the Market

North and South - Major Markets



Table 71. India Wine Market (2010): Percentage Breakdown of Wine Consumption in Major Cities- Mumbai, Delhi, Bangalore, Goa and Others

India: Fastest Growing Alcoholic Beverage Market

Packaging Trends

Rising Popularity of Smaller Packs

Trends in Distribution

Regulatory Overview

Regulations on Advertising

Restrictions on Distribution

Regulations on Drunken Driving

Taxation on Spirits

Taxes Differ from State to State

Parallel Trade Thrives Due to Unaffordable Products

Table 72. Indian Alcoholic Beverages (2010): Percentage Breakdown of Dollar Sales by Product Group/Segment – Brown Spirits (Whiskey, Rum and Brandy), White Spirits (Vodka, Gin and Rum), Liqueurs & Other Specialties, and Others

Trade Statistics

Table 73. India Wine Market (2010): Percentage Breakdown of Imports Based on Country of Origin-France, Australia, Italy, US and Others

4F. INDONESIA

Overview

Alcohol Industry in Indonesia

Spirits Exhibit Impressive Growth

Domestic Products Do Not Comply with Quality Standards

Impact of Cultural Disparities

Impact of High Taxes

Competitive Scenario

Packaging Trends

Trends in Distribution

Regulatory Overview



Regulations on Advertising

Regulations on Imports

Regulations on Manufacturing

Regulations on Distribution

Districts Prohibit Alcohol Consumption

Parallel and Contraband Trade: A Major Issue

4G. MALAYSIA

Overview

Economic Recovery Influences Growth in Imported Brands

Domestic Products Outsell Imported Products

Cognac Sales Decline

White Spirits Exhibit High Growth

Low Demand for Tequila and Liqueurs

Popularity of Ad-Mixes

Packaging Trends

Trends in Distribution

Regulatory Overview

Regulations on Advertising

Regulations on Distribution

Minimum Legal Age Limit

Regulations on Drunken Driving

Parallel and Contraband Trade

4H. SINGAPORE

Overview

Promotional Activities Uphold Volume Sales

Growing Prominence of White Spirits

Whiskey: Another Popular Drink

Samsoo: Choice of Low- and Middle- Income Consumers

Cultural and Socio-demographic Factors Increases Sales

Competitive Scenario

Packaging Trends

Trends in Distribution

Regulatory Overview

Regulations on Drunken Driving

No Regulations on Advertising



4I. SOUTH KOREA

Overview

Impact of Growing Health Concerns
Low Alcohol Beverages to Become Popular

Table 74. South Korea Alcohol Beverage Market (2010): Percentage Breakdown of Value Sales by Product Type- Beer, Soju, Mak-Gul-Lee, Fruit Wine and Others

Improved Knowledge Gains Ground for Foreign Products

Westernized Outlook Gains Prominence

Preference of Consumers Towards Premium Products

Dominance of Local Spirits

Soju Recovers

Popularity of Whiskey

Cocktails: The In Thing

Promotional Campaigns Increase Cognac Sales

South Korea: An Emerging Market for Wine

Packaging Trends

Trends in Distribution

Regulatory Overview

Regulations on Advertising

Regulations on Drunken Driving

Table 75. South Korean Alcoholic Beverages Market (2010): Percentage Breakdown of Volume Sales by Product Group/Segment – Brown Spirits (Whiskey, Rum and Brandy), White Spirits (Vodka, Gin and Rum), Liqueurs & Other Specialties, and Others

4J. THAILAND

Overview

Trend Towards Inexpensive Alternatives

Shift Towards Lager Affects Spirits Sales

Popularity of Other Spirits and Domestic Dark Rum

Packaging Trends

Trends in Distribution



Regulatory Overview

Regulations on Advertising

Regulations on Drunken Driving

Regulations on Closing Hours Affect Spirits Sales

Taxation on Spirits

Contraband and Parallel Trade

4K. TAIWAN

Overview

Cognac and Scotch: Status Symbols

Influence of US and Japanese Culture

Popularity of Chinese Spirits and Sake

Women: A Growing Consumer Group

Popularity of Whiskey

Vodka Dominates White Spirits

Competitive Scenario

Market Trends

Change in Perceptions Decline Sales

Price Competition Reduces Margins

Trends in Packaging

Trends in Distribution

Regulatory Overview

Regulations on Advertising

Regulations on Opening Hours

Regulations on Drunken Driving

Taxation on Spirits

Parallel and Contraband Trade

4L. THE PHILIPPINES

Overview

Imported Spirits: A Niche Market

Domestic Spirits Dominate the Spirits Market

Promotion of Alcoholic Beverages by Sponsoring Sports

Consumers' Shift to Healthier Beverages

Impact of Changing Preferences

Packaging Trends

Trends in Distribution



Regulatory Overview
Regulations on the Sale of Alcohol
Regulations on Advertising
Regulations on Product Labeling
Regulations on Drunken Driving
Taxation on Spirits
Parallel and Contraband Trade

4M. VIETNAM

Overview

Dominance of Homemade Spirits

Blended Scotch Whiskey: A Traditional Beverage

High Tax Leads to Smuggling of Wine and Spirits

Social and Cultural Factors Restrict Consumption

Domestic Vs Imported and Spirits

Packaging Trends

Trends in Distribution

Parallel and Contraband Trade: A Major Issue

5. LATIN AMERICA

Per Capita Consumption and Expenditure

5A. ARGENTINA

Overview

Economy Products Drive Growth

Key Factors Inhibiting Growth

Packaging Trends

Trends in Distribution

Parallel and Contraband Trade

Regulatory Overview

Taxation on Spirits

Other Regulations

5B. BRAZIL

Overview



Increasing Health Concerns

Rising Trend Towards Duty Free Outlets

Cachaca Dominates the Market

Pricing Trends

Factor Driving the Alcoholic Beverages Market

Increase in Consumer Spending on Alcoholic Beverages

Factors Inhibiting Growth in Alcoholic Beverage Market

Disparities in Income Distribution

Increasing Trade for Black-Market and Contraband Products

Regulatory Environment

Import Taxes

Regulations Imposed on Advertising

Restrictions Against Intoxicated Driving

Restriction Against Drinking Age

Taxation on Spirits

Imposto sobre Circulacao de Mercadorias e Servicos (ICMS)

Imposto sobre Produtos Industrializados (IPI)

5C. CHILE

Overview

New Wine Association in Chile

Premium Alcoholic Drinks Witness Significant Growth Rate

Impact of Tax Reforms

Pisco's Domination Continues

Whiskey Capitalizes Heavily on Tax Reforms

Tequila Suffers from Low Production

White Spirits: Investment Driven

Packaging Trends

Trends in Distribution

Regulatory Environment

Regulations on Advertising

Other Regulations

5D. COLOMBIA

Overview

Market Witnesses Declining Volumes

Aguardiente – The Colombian Favorite



Competitive Scenario

Packaging Trends

Trends in Distribution

Regulatory Environment

Government Control

Drunken Driving Regulations

Consumption of Alcohol by Minors

Parallel and Contraband Trade: A Major Issue

5E. MEXICO

Overview

Tequila – the National Drink

Tequila Witnesses Significant Rise in Cost

Competitive Scenario

Packaging Trends

Trends in Distribution

Regulatory Environment

Import Duties on Spirits

Regulations on Advertising

Regulations on Business Hours

Regulations on Drunken Driving

Regulations for Manufacturers

Taxation on Spirits

Alcohol Consumption by Minors

Table 76. Mexican Alcoholic Beverages Market (2010): Percentage Breakdown of Dollar Sales by Product Group/Segment – Brown Spirits (Whiskey, Rum and Brandy), White Spirits (Vodka, Gin and Rum), Liqueurs & Other Specialties, and Others

5F. VENEZUELA

Overview

Popularity of Whiskey

White Spirits: Increasing Value Sales

Tequila: A Relatively New Variety

Packaging Trends

Trends in Distribution



Regulatory Environment
Alcoholic Beverages' Distribution Under Control of New Law
Regulations on Advertising
Regulations on Business Hours
Regulations on Drunken Driving
Taxation on Spirits
Parallel and Contraband Trade

6. MIDDLE EAST AND AFRICA

6A. EGYPT

Impact of Cultural Disparities and High Taxes
Heat and Cultural Restrictions Hamper Spirits' Growth
No Quality Assurance and High Prices Drive Contraband Sales

6B. ISRAEL

Impact of Economic Crisis
Israel: A Promising Market for Alcoholic Beverages
Reformation of Law is in Progress
Competitive Scenario

6C. MOROCCO

6D. SOUTH AFRICA

Growing Prominence of Vodka

Traditional Products Lose to Gin and Vodka

Sales of Brandy Fall as it Goes Off-Fashion

White Spirit Sales Boost Due to Popularity of Cocktails

Rising Popularity of New Spirits

Long-term Projections for the South African Alcohol Beverage Industry

6E. SAUDI ARABIA

Global Directory



I would like to order

Product name: Alcoholic Beverages: Market Research Report

Product link: https://marketpublishers.com/r/AE1007E049AEN.html

Price: US\$ 1,450.00 (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/AE1007E049AEN.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
	Custumer 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