

# Global Alcoholic Beverage Market 2013-2018: Trend, Forecast, and Opportunity Analyses, November 2013

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## Abstracts

The global alcoholic beverage market is expected to witness moderate growth and reach an estimated \$1,369.5 billion by 2018. Increasing demand of alcoholic beverages in emerging countries because of their huge population base and growing consumption of alcohol by the young generation as well as rising disposable income supports the industry growth. Alcoholic beverage includes three segments such as wine, beer, and spirit.

Lucintel, a leading global management consulting and market research firm, has conducted a detailed analysis on the alcoholic beverage market and presents its findings in “Global Alcoholic Beverage Market 2013-2018: Trend, Forecast, and Opportunity Analyses.” From the analysis presented, alcoholic beverage raw material suppliers as well as alcoholic beverage producers will recognize that valuable opportunities exist in the global alcoholic beverage industry, due to impressive trends in demand quantity and growth, based on the various markets.

The report depicts that various challenges exist in the alcohol beverage industry. There is a high degree of competition as the industry is highly fragmented in nature where top players contribute small portion of industry revenue. Increasing raw material prices with strict governmental regulations is proving to be a challenge for industry growth. Prevalence of substitute products is expected to pose a threat to the industry. It has recently been observed that marijuana is being legalized in various nations, especially in the US, which can affect the alcoholic beverage industry. Unfavorable climate and scarcity of input materials such as water, fruits, etc. could also pose a challenge to the growth of this market.

Lucintel also describes the industry drivers. Alcoholic beverage demand increases with

changing taste and preferences of consumers, high consumer affluence towards drinks, and increasing disposable income. New product development and innovation plays an important role and act as a growth driver for industry. Another major driver for the industry is advancement in distribution channels such as online sales, separate counters for females, outlets in airports, etc. Growing tourism sector is also playing a significant role in driving the alcoholic beverage industry.

This report provides market dynamics and future opportunities to make long-term strategic and financial decisions as well as to compete in the market. This report gives insights of the market trend (2007-2012) and forecast period (2013-2018) which will assist the interested companies in making key decisions.

This report covers in depth analysis of alcoholic beverage industry covering each region and stating the emerging regions of the industry which will reflect significant growth in the forecast period. This report will also help in understanding the upcoming opportunities and threats which are likely to be faced by the industry players.

This unique report from Lucintel will provide you with valuable information, insights, and tools needed to identify new growth opportunities and operate your business successfully in this market. This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business in this market. In today's stringent economy, you need every advantage that you can find.

### **Features of This Report:**

To make business, investment, and strategic decisions, you need timely, useful information. This market report fulfills this core need and is an indispensable reference guide for multinational materials suppliers, product manufacturers, investors, executives, distributors, and many more that operate in this market.

Some of the features of "Global Alcoholic Beverage Industry 2013-2018: Trends, Forecast, and Opportunity Analysis" include:

- Analysis of competitive intensity of the industry based on Porter's Five Forces model which helps to understand the competitive position of industry players

- Global alcoholic beverages market intelligence with special emphasis on beer, wine, and spirit markets

Competitive Analysis of top five players and profitability analysis of the industry provides opportunity for existing players as well as new entrants to make decision for sustainable growth.

Market size trend(2007-2012) in terms of value and volume and forecast (2013-2018) for key market segments and regional market segments that are useful to make major investment decisions

Regional Analysis provides alcoholic beverage market breakdown by four regions among North America, Europe, Asia-Pacific and Rest of the World

Competitive Landscape, emerging trend, market drivers and growth opportunity analysis provided helps to ascertain a sound investment decision

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