

# **United States Alcoholic Beverages Market Assessment, By Type [Beer, Wine, Spirits, Ciders and Flavoured Alcoholic Beverages (FABs), Others], By Alcohol Content [High, Medium, Low], By Packaging [Aluminium Cans/Tins, Pouch Packaging, Glass Bottles, Plastic Bottles, Others], By Category [Mass, Premium], By Distribution Channel [Convenience Stores, On Premises, Liquor Stores, Grocery Shops, Internet Retailing, Supermarkets, Others], By Region, Opportunities, and Forecast, 2016-2030F**

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## **Abstracts**

The United States Alcoholic Beverages Market has experienced significant growth in recent years. The market is projected to witness a CAGR of 4.95% during the forecast period 2023-2030. The market was valued at USD 175.23 billion in 2022 and is expected to reach USD 257.91 billion in 2030. The market is subject to a complex regulatory environment, including federal, state, and local laws governing production, distribution, and sales. These regulations can vary across states, leading to market entry and distribution challenges for alcoholic beverage companies.

Due to their authenticity, flavour, brand, and refreshing qualities, alcoholic beverages are a growing sector of the American economy. It has developed into a necessity and is becoming increasingly popular in socialization with alcohol trend among young people between the ages of 18 and 29, who are likelier to drink alcohol. Companies that produce and market alcoholic beverages from various sources make up the alcoholic beverages sector.

The growth of pubs, bars, and nightclubs has significantly contributed to promoting alcohol consumption in the United States. Due to their superior quality and flavour, premium alcoholic beverages like whiskies, vodka, Japanese whisky, wine, and beer are becoming increasingly popular among millennials as high-end drinks.

### Growing Focus on Sustainable Packaging Formats

The new package formats are a major driver fuelling the expansion of the alcoholic beverage sector in the United States. A product's shelf life can be extended by using correct packaging and its ability to attract customers with its luxurious and distinctive appearance. Millennial consumers, in particular, demand tetra packs, PET bottles, bag-in-box packaging, and metal cans. These packages also come in single-serve sizes, allow for chilled consumption, and are even practical for outdoor consumption.

For instance, in June 2022, the Carlsberg Group announced the trial of its innovative Fibre Bottle, giving consumers their first chance to use the bio-based, 100% recyclable beer bottle. The bottle also included beer brewed using organic and regenerative barley as part of an ongoing focus on advancing technology and sustainable practices.

### New Innovative Products Driving the Market Growth

The alcoholic beverages market in the United States has experienced growth driven by several new product launches that cater to changing consumer preferences and emerging trends. Successful product launches contribute to the market's growth and benefit the company releasing the product by giving it a competitive edge over its rivals. Such developments broaden the company's customer base and boost revenue flow. In April 2023, Slingers Signature Cocktails, an assortment of full-flavoured, cocktail-style beverages with malt bases and 8.0% ABV, available in a convenient 24 oz can, were introduced by The Boston Beer Company. This company makes Samuel Adams, Truly Hard Seltzer, Twisted Tea, Angry Orchard, and Dogfish Head. Slingers, launched in three flavours, was thoughtfully developed to take advantage of the ready-to-drink (RTD) category's triple-digit growth and the expansion of higher-ABV options.

### Government Regulations

The Alcohol and Tobacco Tax and Trade Bureau (TTB) is the federal agency responsible for enforcing and administering federal laws related to the production, distribution, and taxation of alcoholic beverages. They regulate labelling, advertising,

formula approval, permits, and tax requirements. Federal Alcohol Administration Act (FAA Act) governs the labelling, advertising, and marketing practices of alcoholic beverages at the federal level. It establishes requirements for statements of identity, health warning statements, and other labelling disclosures. Most states operate under a three-tier system, which requires a clear separation between manufacturers/producers, wholesalers/distributors, and retailers. This system promotes fair competition and prevents vertical integration and monopolistic practices.

Federal and state regulations require disclosing alcohol content on labels, and some states have specific requirements for health warning statements regarding the risks of alcohol consumption. The legal drinking age in the United States is 21 years old and strictly enforced. Retailers and establishments that sell alcoholic beverages are required to verify the age of customers and refuse sales to underage individuals.

### Increased Spending on Premium Alcohols

Consumers today, particularly millennials and Gen Z, have developed more sophisticated palates and discerning tastes. They seek unique flavors, distinctive styles, and novel experiences in alcoholic beverages. Premium alcohols often provide a broader range of flavour profiles, aging techniques, and limited-edition releases, catering to these discerning consumers. Also, premium alcohols often have a strong brand reputation and prestige, influencing consumer purchasing decisions. These brands invest in marketing, packaging, and storytelling to create an aspirational image and elevate the perception of their products. Consumers are drawn to the status associated with consuming premium alcohol, contributing to their willingness to spend more on these products.

The growth of the craft and artisanal movement has also contributed to increased spending on premium alcohols. Consumers appreciate the authenticity, uniqueness, and craftsmanship smaller, independent producers offer. Craft beers, small-batch spirits, and boutique wineries have gained popularity, and consumers are often willing to pay a premium to support these producers and enjoy their handcrafted offerings. For instance, in February 2023, the new flagship beer, Stable Craft Amber Lager, with 4.5% ABV, was launched at Hermitage Hill in Central Virginia's Stable Craft Brewing.

### Spirit Companies Making Accessible Beverage Experiences

One of the alcohol trends predicts that as customers opt for an experience that introduces them to new cocktails, they turn more frequently to spirits than beer. Brands

must carefully balance raising something novel while remaining approachable and unthreatening. The requirement for new spirits to be distinctive and recognizable can be challenging. To produce a well-balanced product that gives off the impression of being novel and intriguing, several spirits firms also embrace the botanical and floral trend. For instance, although tangerine is a well-known yet unusual flavour, it becomes more acceptable to a more extensive range of customers when combined with the developing and somewhat evocative flavour profile of honeysuckle.

## Impact of COVID-19

The global COVID-19 pandemic has severely impacted the United States alcoholic beverages market. The pandemic has impacted overall manufacturing and raw material sourcing, which has disrupted the market's supply and demand. The trade pattern is expected to change drastically as the pandemic disrupts the world economy. The market has been badly impacted by a decline in supply, a protracted lockdown, and consumers' restricted purchasing power.

## Key Players Landscape and Outlook

The competitive environment in the alcoholic beverages sector is moderately fragmented because of several significant competitors, including Molson Coors Beverage Company, Anheuser-Busch InBev SA/NV, Pernod Ricard USA, LLC, Diageo plc. The producers are concentrating on creating new formulations and releasing new products. The market has also witnessed several mergers and acquisitions in recent years as companies seek to expand their portfolios, enter new markets, and adapt to changing consumer preferences.

For instance, in March 2023, Don Papa Rum, a super-premium, dark rum from the Philippines was successfully acquired by Diageo plc, as per an announcement made by the acquirer. This acquisition fit perfectly with Diageo plc's overall goal to buy high-growth brands with lucrative margins that encourage premiumization.

In another instance, in May 2023, Spirit of Gallo declared its intention to buy female-founded beverage company Fishers Island Lemonade. Fishers Island Lemonade was one of the first premium artisan cocktails to come in a can and pioneered in the ready-to-drink (RTD) sector.

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\*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work

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