

# Legislation: A Brighter Outlook or Clouds on the Horizon for Alcoholic Drinks?

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## INTRODUCTION

Scope

Key findings

## THE RISE OF NEO-PROHIBITIONISM

The significance of regulatory change is readily apparent

South Africa: temporary measures will have a lasting impact

Ireland: alcohol bans and barriers amid high consumption rates

## LIBERALISATION GAINS GROUND

E-commerce cements its place in alcoholic drinks

US: pandemic-driven liberalisation raises industry hopes

Uber's Drizly acquisition: overdue disruption?

US case studies: distribution evolves

India: the realities of restrictions hit home

## RELATED DEVELOPMENTS

Adjusting to a changing operating landscape

Specific concerns are addressed by targeted interventions

The information age: producer perspective shapes label plans in Europe

No and low alcohol sector boosts responsible consumption efforts

## CONCLUSION

Signs suggest the balance appears to be tipping towards liberalisation

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