



Voice of the Industry: Alcoholic Drinks

February 2022

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SCOPE OF THE REPORT

Voice of the Industry: Alcoholic Drinks snapshot

SALES FORECASTS AND RETAIL SHIFTS

New normal? Home consumption and on-trade recovery in focus
E-commerce roars ahead while discounters quietly gain momentum
Nostalgia, convenience and polarisation cement their positions
Great expectations? Forward-looking sentiment is soaring

PANDEMIC-RELATED TRENDS

A lingering pandemic complicates on-trade recovery
On-trade: recovery is expected over a two-year horizon
Online sales and home leisure expected to continue post-COVID-19

KEY TRENDS IMPACTING THE INDUSTRY

E-commerce and mindful drinking dominate innovation pipelines
Health consciousness and generational shifts at the forefront of “no/lo”

CANNABIS MARKET IMPACT

Green future: deciphering the alcohol industry’s interplay with cannabis
Cannabis and intoxicating, non-alcoholic opportunities

ABOUT VOICE OF THE INDUSTRY

About Euromonitor’s Voice of the Industry survey series
Respondents

About Euromonitor International

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Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/voice-of-the-industry-alcoholic-drinks/report.