

Global Alcoholic Drinks Market to Grow at CAGR Of 1.7% to forecast 2020

Global Alcoholic Drinks Market 2016-2020, has been prepared based on an in-depth market analysis with inputs from industry experts.

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About the Alcoholic Drinks Market

The global alcoholic drinks market will have a moderate growth rate during the forecast period. This is due to various reasons such as growing demand for premium products, innovative marketing campaigns by vendors, and increase in demand for low-alcohol-content drinks.

Dominance of the beer segment in the alcoholic drinks market in terms of volume will come down during the forecast period due to the increase in demand for wines and spirits, especially among younger and health-conscious consumers.

According to analysts forecast the global alcoholic drinks market to grow at a CAGR of 1.7% during the period 2016-2020.

Covered in this report

The report covers the present scenario and the growth prospects of the global alcoholic drinks market for 2016-2020. To calculate the market size, the report has taken into consideration revenue generated from the retail sales of alcoholic drinks globally. It also includes the market size based on volume, which has been calculated based on the retail consumption of alcoholic drinks.

The market is divided into the following segments based on geography:

- Americas
- APAC
- EMEA

The report covers the market landscape and its growth prospects over the coming years. The report also includes a discussion of the key vendors operating in this market.

Key vendors

- Anheuser Busch InBev



- Accolade Wines
- Bacardi
- Beam-Suntory
- Carlsberg Group
- Constellation Brands
- China Resource Enterprise
- Diageo
- Heineken
- E. & J. Gallo Winery
- Pernod Ricard
- SAB Miller
- The Wine Group
- Torres
- Treasury Wine Estates
- Vino Concha y Toro

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Other prominent vendors

- ABD
- Aceo
- Aha Yeto
- Arcus
- Asahi Breweries
- Belvedere Vodka
- Ben Nevis Distillery
- Boston Beer
- Camino Real Distillery
- Cape North
- Christiania Spirits
- Cia Tequileria Los Valores
- G. G. Yuengling & Son
- Distell Group
- Duvel Moortgat
- Edrington
- Glenmorangie
- Global Drinks Finland
- Gordon & MacPhail
- Hacienda La Capilla
- Harpoon Brewery
- Harvey's of Edinburgh International
- Heavy Water International
- Iceberg Vodka
- International Beverage Holdings
- Isle of Arran
- John Distilleries
- Jose Cuervo
- K V Spirits
- Lagunitas Brewing
- Marie Brizard Wine & Spirits Scandinavia
- Purity Vodka AB
- Radio Khaitan
- Saturnus AB
- Shiva Distilleries

- Sierra Tequila
- Soyuz Vician
- SPI Group
- Spirits of Gold AB
- Synergy
- Tequila Cazadores
- Tequila Corralejo
- Tequila Quiote
- The Blue Nectar
- Tilak Nagar Industries
- Waldemar Behn
- William Grant & Sons
- World Food and Bev Group
- ZYR Vodka

Market driver

- Innovative marketing campaigns by vendors
- For a full, detailed list, view our report

Market challenge

- High taxation on alcohol
- For a full, detailed list, view our report

Market trend

- Increase in demand for Irish whiskey and American bourbon
- For a full, detailed list, view our report

Key questions answered in this report

- What will the market size be in 2020 and what will the growth rate be?
- What are the key market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

You can request one free hour of our analyst's time when you purchase this market report. Details are provided within the report.

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