



# Alcoholic Drinks Market 2017 Global Analysis, Opportunities and Forecast to 2021

*Alcoholic Drinks - Market Demand, Growth, Opportunities and Analysis of Top Key Player Forecast To 2022*

PUNE, INDIA, July 12, 2017 /EINPresswire.com/ -- Summary

"Top Trends in [Alcoholic Drinks 2017](#)", covers key trends to watch within the alcoholic drinks sector, drawing upon TrendSights framework, insight analysis, innovation intelligence, and product examples.

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The alcoholic drinks sector represents a highly dynamic space for growth as consumers' quest for experimentation continues to evolve. Overarching themes include growing demand for more low/no-alcohol and low-calorie products, the "craft" movement, and the influence of ethics, sustainability, and novelty factors within the industry.

## Scope

- The craft beer boom is having spill-over effects on other alcoholic beverage industries, including the spirits and wine sectors.
- Health-conscious consumers are looking to moderate their alcohol consumption amid growing health concerns around alcohol-related disease and weight gain, while technological innovation is increasing opportunities for free-from alcoholic drinks.
- Living ethically is becoming more central to consumer lifestyles and is permeating the alcoholic beverage space, and consumers are increasingly on the lookout for unique and novel products within the alcoholic beverage industry.

## Reasons to buy

- Understand the relevant consumer trends and attitudes that drive and support innovation success so you can tap into what is really impacting the industry.
- Gain a broader appreciation of the fast-moving consumer goods industry by gaining insights from within your sector.
- Access valuable strategic take-outs to help direct future decision-making and inform new product development.

## Table of Content: Key Points

Introduction

Innovation Trends in Alcoholic Drinks

Trend 1: Craft Movement

Trend 2: Moderation & Avoidance

Trend 3: Weight Management

Trend 4: Ethical Alcohol

Trend 5: Novelty Factor

The Future

Appendix

...Continued

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LinkedIn: [www.linkedin.com/company/4828928](http://www.linkedin.com/company/4828928)

Twitter: <https://twitter.com/WiseGuyReports>

Facebook: <https://www.facebook.com/Wiseguyreports-1009007869213183/?fref=ts>

Norah Trent

wiseguyreports

+1 646 845 9349 / +44 208 133 9349

[email us here](#)

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