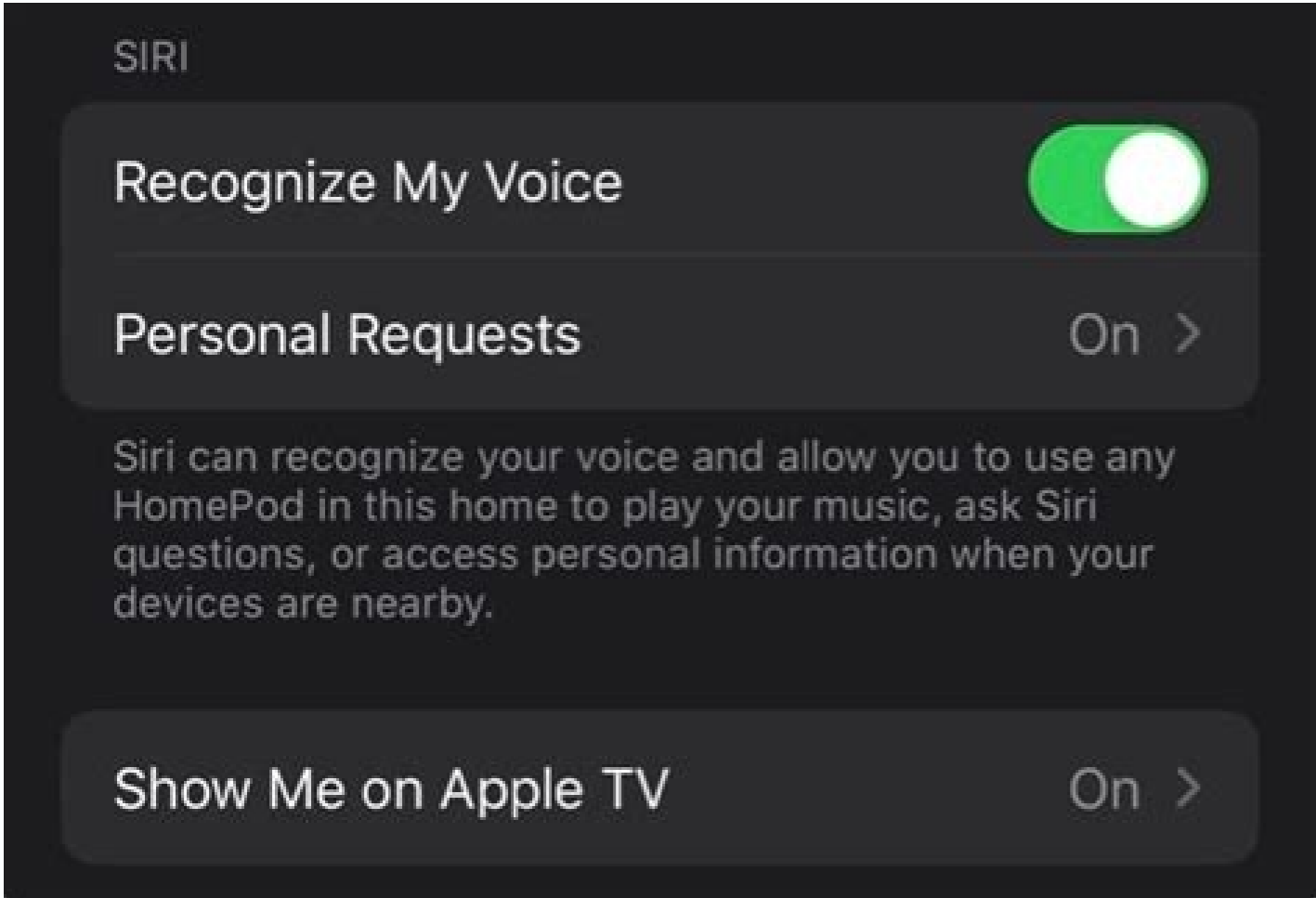
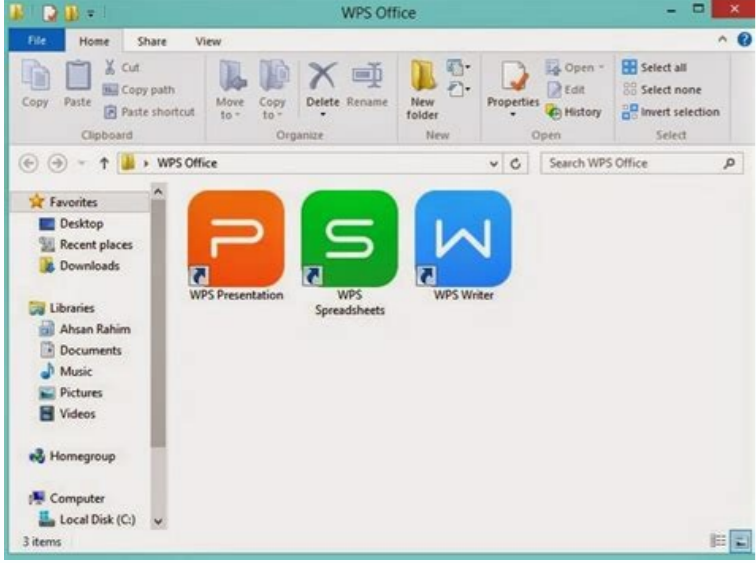


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What is the IWSR? IWSR is the leading source of data and analysis on the global beverage alcohol market. Our data is used by leading multinational wine producers, liqueurs and beers, financial companies and alcoholic beverage suppliers. What's the IWSR track doing? The IWSR quantifies the global market for wine, spirits, beer, cider and mixed beverages in 157 countries, and provides information on short and long-term trends, including five-year volume and value forecasts. The IWSR tracks the overall consumption of alcoholic beverages by volume and retail value at brand level, price segment and category. How do IWSR fill out data? The unique IWSR methodology allows us to approach what is actually consumed and understand better how markets work. Our analysts travel around the world to meet over 1,600 local professionals to capture market trends and 'why' behind numbers. The IWSR also uses available published statistics (government, association, foreign trade statistics, press articles). The research of local skills to integrate and interpret the commonly available statistics has been the unique approach of the IWSR since the late 1980s. We use powerful data science techniques to generate IWSR predictions. The results are therefore subject to further analysis and control of the sense by our highly experienced country researchers. How accurate is your data? The IWSR is widely seen as the most authoritative source of data on the beverage alcohol market. Triangle business data, our local research on the market and draw our 45-year experience to produce the alcohol analysis of the most trusted beverages. The IWSR's unique approach to forecasting has proven to be reliable. 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Click the äc Client Access button at the top of the website window, and then click äc Register " and follow the steps. I have a question about an IWSR data point. IWSR.Can I talk? Please contact@theiwsr.com with your request and one of our teams will reply shortly. Do you provide information to journalists? Yes, please email press@theiwsr.com that declares the data you want to get, the publication you are writing for, and your expiry. You can also keep up with the latest IWSR news by signing up to our press release mailing list here. Can I get the IWSR to talk to our event? If you would like to invite an IRS representative to talk to your event, please contact us at@theiwsr.com and provide details of your event. I would like to present a press release for your news and comments section Please send press releases and other news to press@theiwsr.com. Pre-Covid trends have been accelerated through 2020: moderation, ecommerce, convenience, premiumization, home-premises. The IWSR Global Trends report examines drivers and disintegrators who model the global drink alcohol market and evolution and innovation within them. The Global Trends Report allows you to: Identify the most effective emerging and develop macros and sub-trends Understand how these underlying consumer drivers are affecting the performance of category Understanding the interaction between emerging industry themes anticipate future development and results Engage with targeted case studies Explore opportunities for innovation, new product development or geographic expansion The Global Trends Report covers: The main macro trends, their global reach and the impact of post-Covid-19 Shifts evolution in sub-trends and their local nuances around the world The habits and demands of consumers who are leading the market Focus markets and local issues that emphasize the performance of the sector Want to know more? IWSR No-and Low-Alcohol Strategic Study critical vision on how some drinkers are drinking less alcohol around the world, some drinkers do not drink at all and some never have, but they can go for soft drinks either This comprehensive strategic report will provide a global view on who the consumer is, why some are drinking less or not at all, and what you can do to take share of this growing segment. Ascertain the size and the key trends of the low- and no-alcohol market, delivered by the world's authority on beverage alcohol. The study covers beer and cider, still and sparkling wine, RTD and mixed drinks and spirit alternatives. To meet these challenges, this study will: Provide on-the-ground insight into the growing low- and non-alcoholic beverage sector, market by market. Conduct key in-market stakeholder interviews çAAA to cover what is the current status and the future of this sector. In-depth consumer insights qualifying consumer attitudes to this market segment. In-depth analysis of non-alcoholic bar menus çAAAanalysis of relevant bar menus in key cities for each country. Utilise our trend spotter teams to identify the key new trends in this area, with a focus on what is a fad and what is here to stay. Based on this report, you will be able to: Formulate, validate and refine your no- and low-alcohol strategy. Prioritise no- and low-alcohol efforts by channel in 10 key markets. Plan for current and future consumption. Evaluate what has and hasn't worked in this space. Make informed decisions on the correct product and price positioning. Align your messaging to the needs and values of your target consumer. Focus on pushing the right products in the right way without cannibalising your existing portfolio of products. Assess the scale of the challenge to your alcoholic beverage portfolio from the trend to low-and no-alcohol. Stay on the cutting edge of no- and low-alcohol innovation. Want to know more? IWSR Country Reports are designed to give you all you need to know about specific countries, product categories, price segments and brands. The country reports give you all the figures you need to for a particular market, together with a complete executive summary. In-depth assessment of specific markets Identifying brands and fastest categories over the past five years Price segment Trends Each report provides the essential data and information needed to support your decisions Country reports are available for over 150 markets. Want to know more? Low- & No- Alcohol Tapping growth in health and well-being, low and no-alcohol category is likely to see some of the most innovation and evolution in the industry, offering consumers more varieties, better tasting and superior quality products. The biggest challenge will be to wine producers, who will have to invest in R&D to create an alcohol-alternative that appeals both in terms of quality and taste. Another innovation within the health movement & wellness comes from an increasing demand for gluten-free, sugar-free, low calorie and low carbohydrate products; drinks that are light and fresh to drink will also see an increase in absorption, such as products that offer functional well-being. Ecommerce & Technology Primarily driven by a demand for convenience, the IWSR provides that the ecommerce channel is worth \$45.5 billion by 2024, significantly exceeding the rate of growth of total trade in the next five years. China remains by far the largest online market for alcoholic beverages, with a turnover of more than three times the size of the next largest markets, France and the United States, as shown by the IWSR study of ten key ecommerce markets in the strategic study of IWSR Global Ecommerce. 2020 will probably see the owners of brands continue to integrate the online channel in their path for the oimerp oimerp len otacrem led inoizibm el alanges 0102 led Ätem adneics allen nig ssevoT oihcram ous led nozama id oicnal II ,otacrem id Space and owners of brands must be aware of the implications that it involves. The innovation of ethics and packaging of the brand as consumers become more aware of the environment, there is a greater demand for brands to share the consumer approach to ethical and sustainable life. Sustainability has an impact on everything, from packaging to production methods and the supply of ingredients, with drinks manufacturers looking at active reduction, eco-compatible packaging programs and carbon footprint levels. The organic, vegan products, without additives and/or which offer transparency for labels and ingredients, also commit themselves to combining the ethics of consumers. Within the ecological packaging, innovation will be from the beverage producers who explore reduced packaging ways, paper formats, recyclable materials or even to give up the packaging completely. Premium packaging represents a key need for innovation, since most of this packaging contains non-recyclable gold and metals. The packaging trends will also be modeled by the demand for consumers for comfort, mainly guided by the millennials. Products like canned wines have already gained popular in markets like North America. However, this format is likely to acquire more large foot even in markets from all over the world, the concerns of quality become more canceled. Non-glass packaging allows products to satisfy a larger variety of opportunities to drink, such as beach, outdoor events, sporting events and excursions. Further innovation by brands producers could be cocktails, bags and shooting boxes, to name a few. The Shakeout and the future of Gin the much praised "contrast" collected in 2018 in 2018, the biggest gain in the consumption of global drinks of any category: an increase of 8.3% globally compared to 2017. By 2023, the gin category is expected to see a CAGR volume of 4.2% globally. However, Gin increased by 32.5% in the UK in 2018; No category can continue to repeat it While Gin's growth rhythm slows down in the United Kingdom, much of its growth will be guided by flavored gin. There is a reduction of Gin producers globally and the Gin Premium Guadagnerrua in different key countries. The most interesting developments for the category, however, will come from non-traditional and emerging markets, where Gin Boom in countries such as Japan, Nigeria, Mexico, Brazil, South Africa and Russia. Premiumization & The Evolution of Rum The long-standing premium trend in most of the continuous global markets. However, industry should pay attention to the premiumization of local national spirits, both in large markets such as China and India, both in small markets, such as Balkans. These products will place the competition for Western premium spirits already in those countries. There is a space in the rum category also for the premiumization and innovation of the product. Premium Rum repositions the spirit as a hard drink, moving away from a perception of the consumer of a low quality party drink. Tequila suffers a similar transformation, increasing its imprint outside North America as a premium product. You could also be interested in reading: the 5 Trends of the US drinks of IWSR for 2020, they want consumers: the US Bartenders disclose driving sales on the trends that defined 2019 for IWSr analysts to stay in sight of the trends and analysis of the market, sign up to receive our intuitions in the sector directly to your mailbox. Inbox.



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