

BEVERAGE ALCOHOL IN POUCHES

2014 EDITION (Published February 2014. Data through 2013. Market projections through 2018.) More than 20 pages, with extensive text, graphs, charts and tables



Beverage Alcohol in Pouches provides an overview of the market for adult beverages in pouches. The report discusses the leading companies and their brands as well as the broader trends and developments for frozen drinks in flexible packaging. It includes Beverage Marketing's five-year projections for the category.

FOR A FULL
CATALOG OF
REPORTS AND
DATABASES,
GO TO
bmcreports.com

AVAILABLE FORMAT & PRICING



Direct
Download

\$695

To learn more, to place an advance order or to inquire about additional user licenses **call:** Charlene Harvey +1 212.688.7640 ext. 1962 charvey@beveragemarketing.com

INSIDE:

REPORT OVERVIEW

A brief discussion of key features of this report. 2

TABLE OF CONTENTS

A detailed outline of this report's contents and data tables. 5

SAMPLE TEXT AND INFOGRAPHICS

A few examples of this report's text, data content layout and style. 6



HAVE
QUESTIONS?

Contact Charlene Harvey: 212-688-7640 x 1962
charvey@beveragemarketing.com

BEVERAGE
MARKETING
CORPORATION

BEVERAGE MARKETING CORPORATION
850 Third Avenue, 13th Floor, New York, NY 10022
Tel: 212-688-7640 Fax: 212-826-1255

THE ANSWERS YOU NEED

- What are the key growth drivers in the fast-growing market for “freeze and squeeze” malternative style beverages in flexible packaging?
- What are the leading brands in the category, and what sorts of products do they offer?
- How is the beverage alcohol in pouches market likely to develop in the future?

THIS REPORT FEATURES

The inaugural edition of *Beverage Alcohol in Pouches* examines a small but dynamic sector of the beverage alcohol marketplace.

- The report - part of **Beverage Marketing's** ongoing *Focus Report* series - begins with an examination of the market for adult beverages in pouches and outlines related trends and developments.
- Looks at key category players - from the traditionally dominant spirits manufacturers such as Pernod Ricard, Smirnoff, Constellation and Seagrams - to newer players such as Phusion Projects and Cordina
- Discusses the development, activities and brand attributes of leading frozen alcohol pouch brands including Arbor Mist, Daily's, Island Squeeze, Malibu, Mike's Hard Lemonade, Parrot Bay, Seagram Escapes and others.
- It presents volume as well as wholesale and retail dollar figures for frozen drinks in flexible packaging and chronicles growth from 2010 - 2013
- The report also projects the market five years into the future, offering category forecasts through 2018.

Focus Report

Beverage Alcohol in Pouches

February 2014



RESEARCH • DATA • CONSULTING

NOTE: The information contained in this report is confidential and solely intended for the benefit of the immediate recipient hereof.

Copyright © 2014 Beverage Marketing Corporation of New York, 850 Third Avenue, New York, New York 10022, (212) 688-7640. All rights reserved. Reproductions in any form prohibited by law.

Contents

Table of Contents

Beverage Alcohol in Pouches
TABLE OF CONTENTS

TABLE OF CONTENTS	i
INTRODUCTION	iii

Focus Report

BEVERAGE ALCOHOL IN POUCHES

The U.S. Beverage Alcohol in Pouches Market	1
• Overview	1
• Volume	4
• Wholesale and Retail Sales	5
The U.S. Beverage Alcohol in Pouches Market by Brand	6
• Overview	6
• Arbor Mist	6
• Cordina	7
• Daily's	8
• Island Squeeze	9
• Malibu	10
• Mike's Hard Lemonade	10
• Parrot Bay	11
• Seagram's Escapes	11
• Smirnoff	13
The Projected U.S. Beverage Alcohol in Pouches Market	14
• Overview	14
• Volume	16
• Wholesale and Retail Sales	16

Exhibits

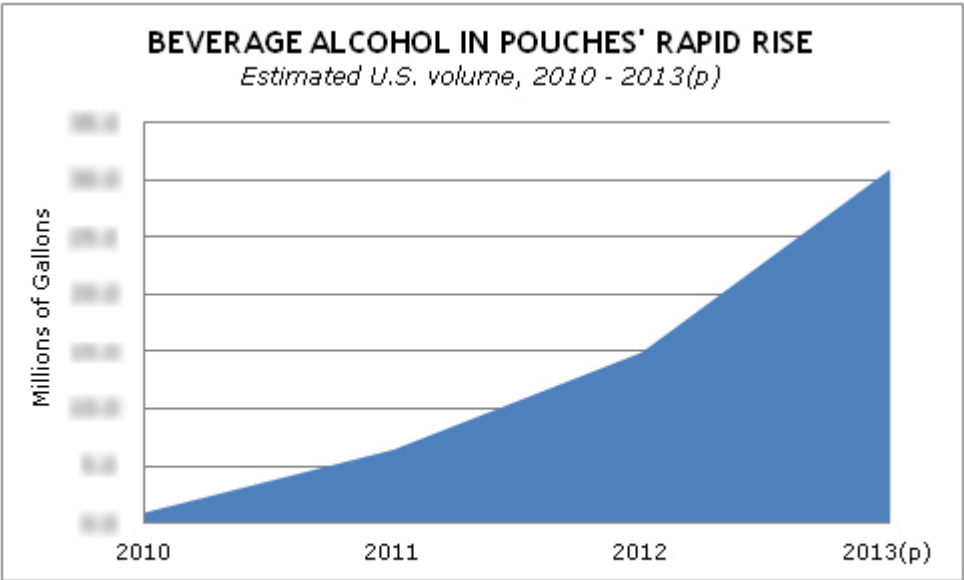
1	The U.S. Beverage Alcohol in Pouches Market Estimated Volume and Change 2010 – 2013	17
2	The U.S. Beverage Alcohol in Pouches Market Estimated Wholesale Dollar Sales 2010 – 2013	18
3	The U.S. Beverage Alcohol in Pouches Market Estimated Retail Dollar Sales 2010 – 2013	19
4	The Projected U.S. Beverage Alcohol in Pouches Market Estimated Volume and Change 2010 – 2018	20
5	The Projected U.S. Beverage Alcohol in Pouches Market Estimated Wholesale and Retail Dollar Sales and Change 2013 – 2018	21

While pouches like those used by Arniston Bay could boast of real benefits for wine drinkers, like being quicker to chill than bottles, flexible packaging might be more amenable to frozen flavored malt beverages than, say, chardonnay.

- Although wine makers surely want to provide packaging configurations to match all possible usage occasions, convenience and portability are not the sole considerations.
- Pouches simply don't have the upscale image of glass bottles.
- Connoisseurs accustomed to extracting corks from carefully selected varietals might resist switching to wine dispensed from a bag by a plastic nozzle.
- Frozen drinks and malternatives, in contrast, are more casual propositions than wine. They're flip flops to wine's stilettos.
- Those prone to quaff berry daiquiris or alcoholic lemonades don't need to be persuaded of the upside of packaging suitable for beach excursions, patio parties and backyard blowouts.
- The team behind at least one brand acknowledges their package's similarity to the children's fruit beverages, such as Capri Sun, with which pouches are most closely associated.

Not unexpectedly, the companies that make pouches for kids' drinks also make them for adults' frozen cocktails.

- Plymouth, Massachusetts-based CDF Corporation, for instance, devised its Cheer Pack, a flexible spouted pouch with a screw-on cap, to be suitable for various beverage types, include mildly alcoholic drinks (as well as sauces, shampoo and other non-beverage applications). The company generates the pouch in various sizes and offers multiple film options.
- Polymer Packaging, Inc., a Massillon, Ohio-based manufacturer of a wide range of flexible packaging products, also has stand-up pouches for beverage alcohol in its product lineup.
- As noted above, Tetra Pak's aseptic packaging range includes pouches for alcoholic (and non-alcoholic) beverages.



(p) Preliminary
Source: Beverage Marketing Corporation