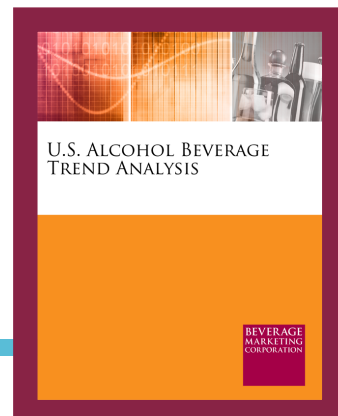


# U.S. ALCOHOL BEVERAGE TREND ANALYSIS

**2020 EDITION** (Published June 2020. Data through 2019.)

More than 30 PowerPoint slides, with extensive charts, data and infographics.



**T**his title from Beverage Marketing's Focus Report series delivers observations and insights on trends affecting the adult beverage market via a colorful, data-filled PowerPoint presentation designed to bring busy executives up to date while providing food for thought and discussion. Based on a presentation by Beverage Marketing's alcohol consulting group, it offers beer, wine and distilled spirits market data through 2019 as well as observations on the trends that are re-shaping the alcohol market in the United States including the covid-19 pandemic sweeping the nation and world.

This timely report examines key market drivers impacting consumers' alcohol choices, highlighting the effects of these factors on various beverage alcohol segments and sub-segments, while offering insights on key trends relating to wine and spirits and beer.

## AVAILABLE FORMAT & PRICING



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**HAVE  
QUESTIONS?**

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### The answers you need

This data and insight-rich PowerPoint presentation offers insights on the alcohol market, and is the perfect kickoff to brainstorming meetings. Questions answered include:

- How did the U.S. beer, distilled spirits and wine markets perform in 2019?
- What are the key trends impacting various wine segments?
- How have Alternative Adult Beverages impacted beer, spirits and wine performance in 2019?

### This alcohol beverage industry report features

This graphically impactful PowerPoint presentation uses the total U.S. beverage market as the jumping off point for an analysis of trends in the beer, wine and distilled spirits sectors, from volume and growth to market drivers and expectations for high interest alcohol sectors.



# U.S. ALCOHOL BEVERAGE TREND ANALYSIS

BEVERAGE  
MARKETING  
CORPORATION

# U.S. Alcohol Beverage Trend Analysis

June 2020

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RESEARCH • DATA • CONSULTING

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

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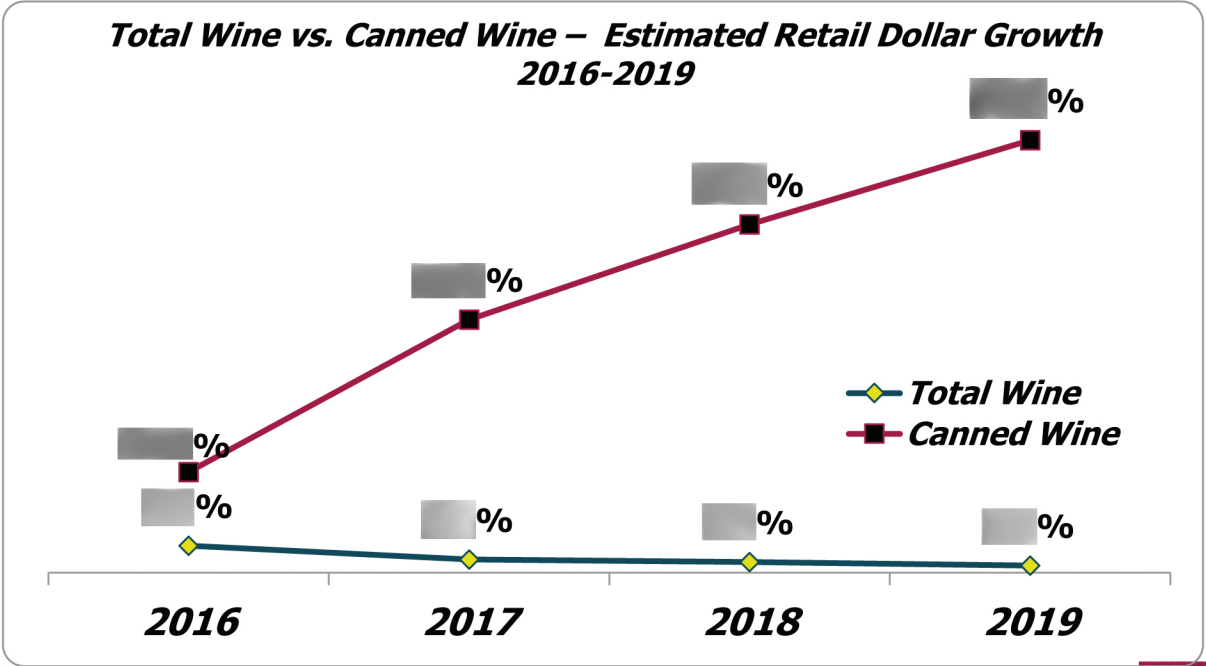
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Canned Wine has exploded in popularity as more consumers gravitate to RTD beverages

U.S. Canned Wine Market

- Outside of Sparkling Wine & Local Wineries, Canned Wine has driven category growth in recent years
- The segment brings in new consumers in a variety of ways such as:
  - Expanded Occasions
  - Increased Accessibility
  - Direct Beer Alternative
- Canned Wine has Bi-Furcated into two differing sub-segments
  - Traditional Varietals
  - Flavor Forward Cocktails/Spritzers

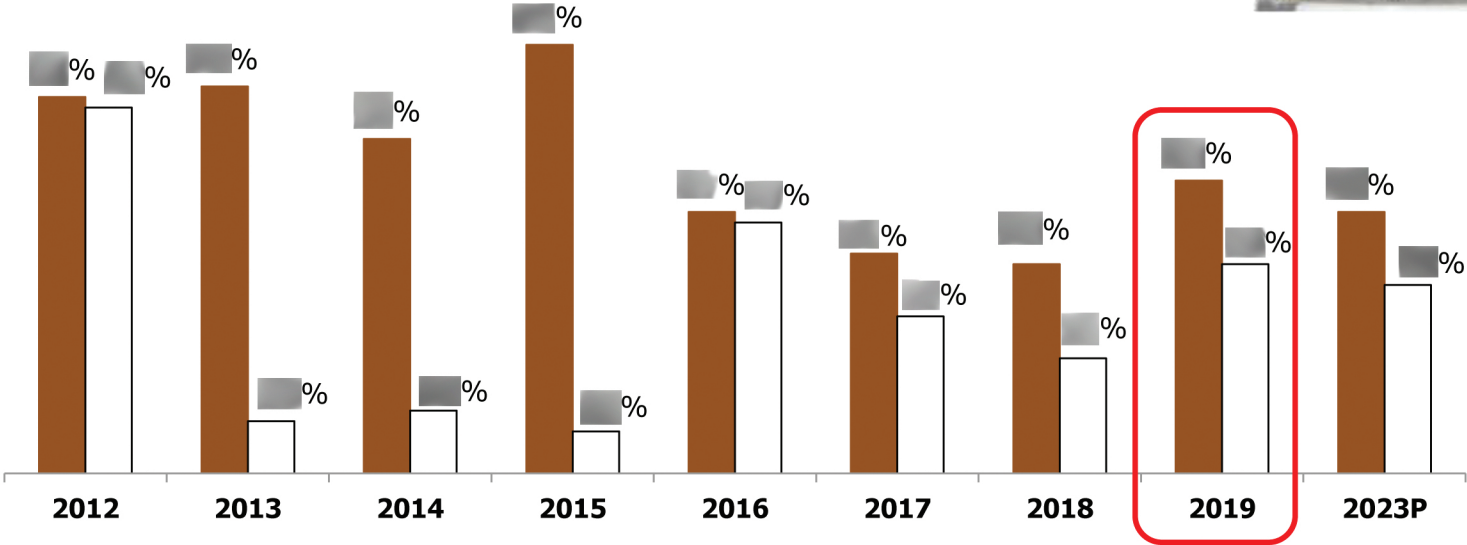


Source: BMC Strategic Associates Analysis

**Brown spirits outpaced white spirits for the seventh consecutive year in 2019, driven by both domestic and imported whiskies.**



*Distilled Spirits Category Volume by Brown vs White  
2012 – 2023(P)*



(P): Projected  
Source: Beverage Marketing Corporation