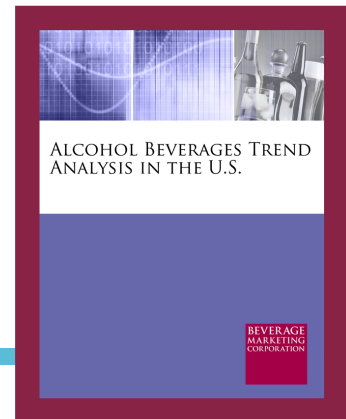


ALCOHOL BEVERAGES TREND ANALYSIS IN THE U.S.

2022 EDITION (Published July 2022. Data through 2021.) More than 30 PowerPoint slides, with extensive charts, data and infographics.



This 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 2021 as well as observations on the trends that are re-shaping the alcohol market in the United States.

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 and market drivers relating to wine and spirits and beer.

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**HAVE
QUESTIONS?**

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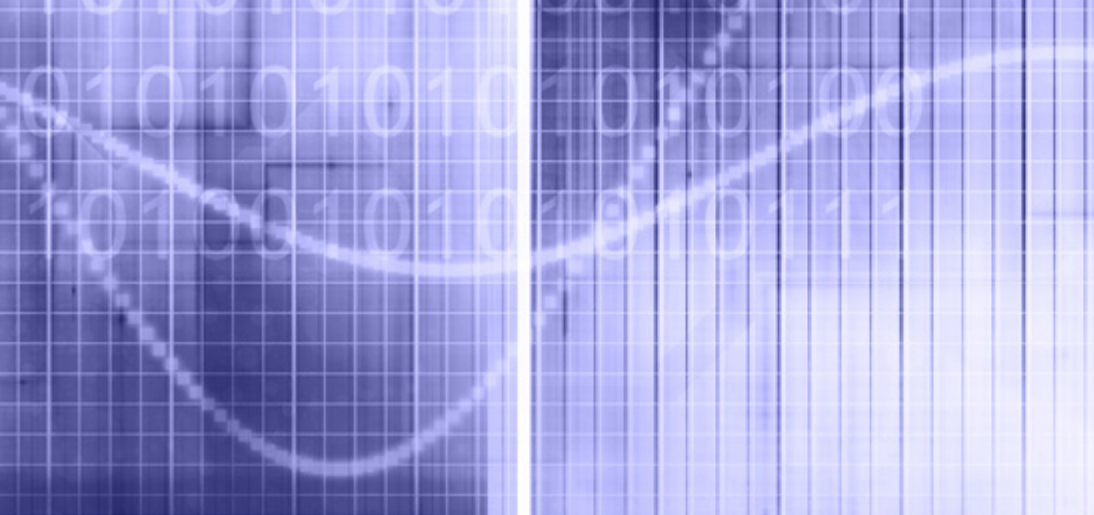
THE ANSWERS YOU NEED

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 2021?
- What are the key trends affecting various wine segments?
- How did alternative adult beverages affect conventional beer, spirits and wine performance in 2021?

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.



ALCOHOL BEVERAGES TREND ANALYSIS IN THE U.S.

**BEVERAGE
MARKETING
CORPORATION**

Alcohol Beverages Trend Analysis in the U.S.

July 2022

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

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Beverage alcohol trends that we expect will continue in 2022:

“Ready-to-Drink” segment continues to grow/evolve

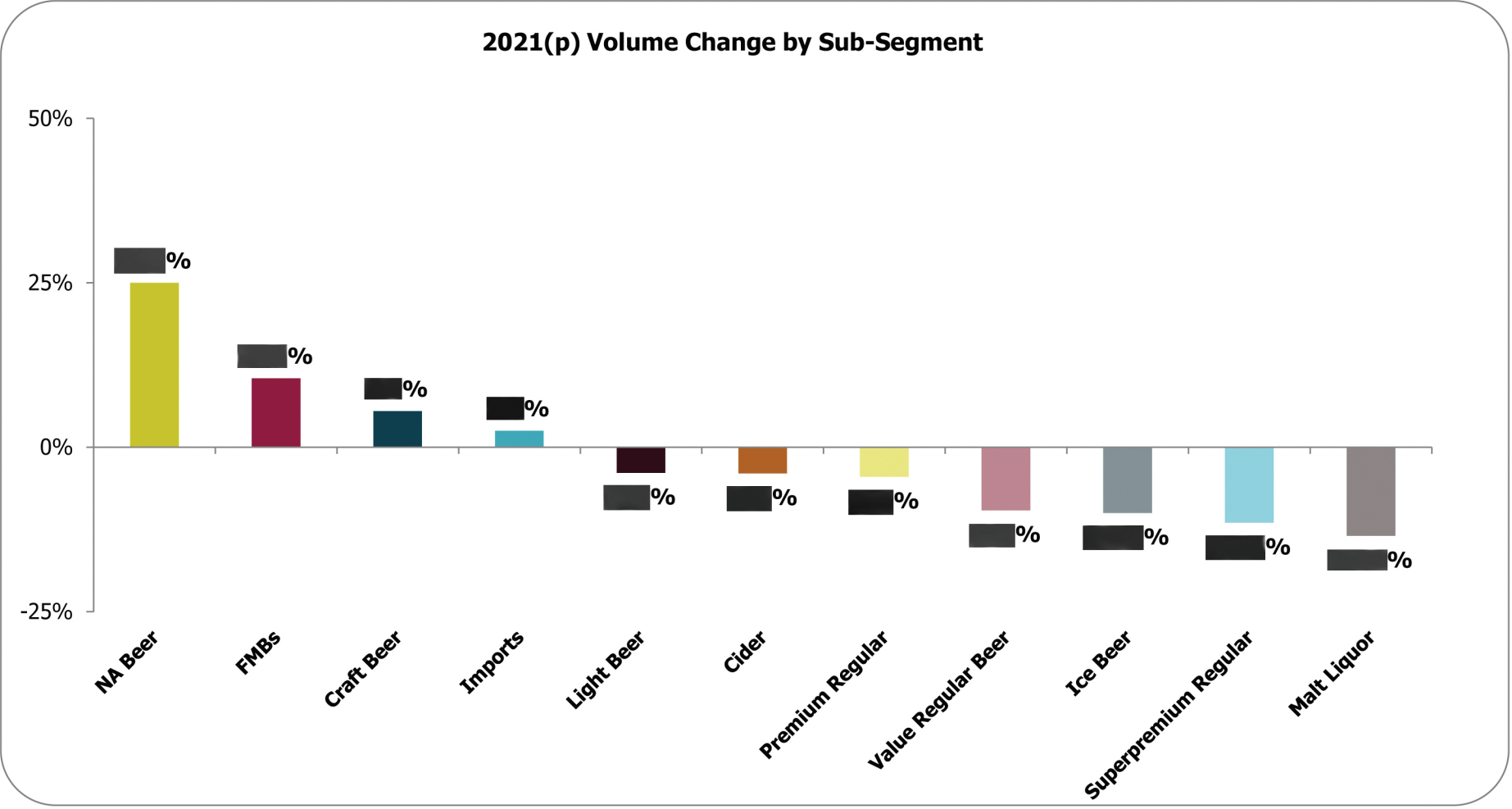
- Prepared cocktails/canned wine will continue with strong growth; consumers still looking for convenience, simplicity and portability of RTDs.
 - Spirits-based provide both quality & ease; wine-based attract younger consumers without the intimidation of wine, reduces cost/risk of trial
 - Mass trial in 2020 has built a broad consumer base; known spirits brands continue to launch RTDs
 - “Better for you” and flavor variety still resonate; can packaging benefits wine due to no UV light penetration or oxygen exchange, better shelf life, while providing better refreshment cues than glass

AABs will continue to drive blurred lines between occasions, formats, categories, alcohol base and companies

- With innovation from core spirit brands, and the proliferation of convenient can packaging, occasions are blurring as consumers embrace offerings across beer, wine and spirits.
- As consumers reframe what they consider to be “occasions” for a specific alcohol type, they are very much open to consider new categories, including LRB influenced crossovers
 - As RTD beverages such as hard tea and hard soda continue to surge, brands are looking to the non-alcohol categories for inspiration.
 - Consumers of hard LRBs tend to be younger and more willing to experiment beyond traditional beer, wine & spirits.
- Odd-couple partnerships abound, as total beverage industry players search for “The next hard seltzer.”
 - Ex. Pepsi/Boston Beer Hard Mountain Dew, Beam Suntory/Boston Beer Truly Vodka Collaboration, MCBC/Coke Simply Spiked, etc.
- Alcohol distributors seeking additional permitting to become total beverage alcohol suppliers, enabling them to distribute all beverage alcohol products, especially AAB/RTD wine & spirits, leading to the possibility of broader channel access.
 - DISCUS/spirits companies fighting to change tax/regulatory landscape in a bid to gain equivalency with beer & wine, calling for lower excise taxes and increased marketplace access for lower ABV/single-serve offerings.

The loss in volume across the mainstream beer segments was partially offset by gains from NA beer, FMBs, craft and imports

Beer Market Major Sub-Segments



(p) Preliminary
Source: Beverage Marketing Corporation

