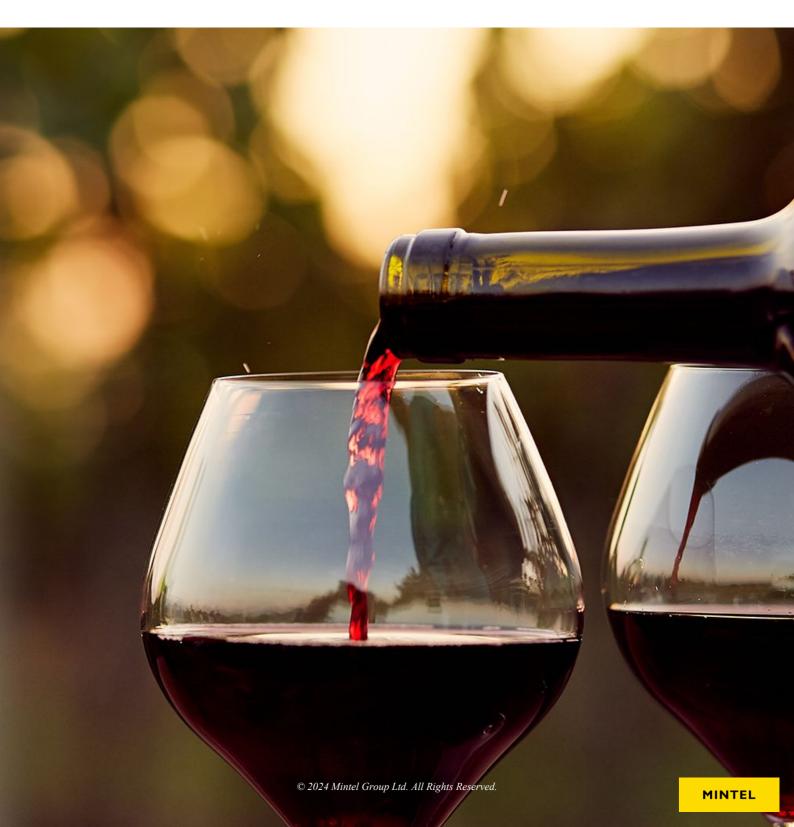
# THE FUTURE OF WINE AND SPIRITS: 2019

Global Annual Review: what's now and what's next for the spirits, wine and alcoholic ready-to-drink (RTD) market.





# Report Content

A look back, and a look ahead

#### THE BIG STORIES

Mintel's perspective

# The evolution of premiumisation

- · Navigating the paradigm shift in premiumisation
- · Craft 2.0: the battle for authenticity
- · Craft goes global

#### Nature knows best

- · Brands profit by going back to nature
  - Graph 1: white spirit important attributes, by age groups, US, 2018
- Spirits increasingly tap into the power of plants
- · Organic wine is set to take off globally

# Competing in an age of disruption

- · Three reasons why small brands threaten big players
- · Spirits giants seek to accelerate their innovation
- · But big Western brands are still well-placed to succeed in China

#### THE NEXT TWO YEARS

Mintel's perspective

#### Lower ABV means higher sales

- How low can global alcohol drinkers go?
- · Where South Korea goes, will the rest of the world follow?
- · No/low ABV launches that predict the future

#### Cannabis threatens alcohol sales

- US cannabis market gets set to disrupt North American alcohol sales
- · Cannabis' global potential makes it worth the risks
- · How wine and spirits producers can tap into cannabis
- What is Weed Wine?

#### Collaboration is the future of innovation

- Closer collaboration can win over younger drinkers
- · Entering into the spirit of collaboration
- · From collaboration to 'co-creation'

# IN FIVE YEARS AND BEYOND

- Mintel's perspective
- · East will increasingly meet West
- · Nutritional transparancy is an inevitability
- Power to the trees

# **KEY MARKET DATA**

- China and India dominate global spirits volume sales
- The US is number one for wine volume sales
  - Graph 2: wine, volume sales, top five markets, 2018 (est)
- · Colombia and Mexico show the highest growth in spirits
- Asian wine markets grow fast while mature European markets see declines
- France and Japan lead the way in new spirits/RTD launches

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