

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.



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Mintel Food & Drink



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 transparency 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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