



US Alcoholic Drinks Market 2017 Share, Trend, Segmentation and Forecast to 2020

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PUNE, INDIA, June 19, 2017 /EINPresswire.com/ -- Summary

[Alcoholic drinks](#) in 2015 outperformed the historic period CAGRs in both volume and value terms, with per capita consumption reaching levels unseen since 2010. Value growth continues to outpace volume growth in all major alcohol segments, indicative of consumer interest and demand for more premium alcoholic drinks. Growth in the high-spending, high volume-consuming millennial demographic and a slowly improving economy have made premium alcoholic drinks a focal interest point for consumers alongsi...

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Euromonitor International's Alcoholic Drinks in USA report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2011-2015), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2020 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs/High-Strength Premixes, Spirits, Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Alcoholic Drinks market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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