

Alcoholic Drinks in the United Kingdom

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Report description:

2023 was undoubtedly a challenging year for alcoholic drinks in the UK. Overall, volume sales in both on-trade and off-trade fell when compared to 2022. On the other hand, value sales continued to rise, mainly driven by unit price increases as a result of high inflation and rising production costs, rather than greater demand or widespread product innovation. The only category to buck this trend was RTDs, as new product development continued at pace and as consumer awareness of this alcoholic dri...

Euromonitor International's Alcoholic Drinks in United Kingdom report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2019-2023), 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 2028 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, 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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