

## **Alcoholic Drinks in Australia**

Market Direction | 2024-06-20 | 83 pages | Euromonitor

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### **Report description:**

In 2023, total demand for alcoholic drinks in Australia marginally improved following a relatively poor performance the previous year, with inflation and interest rates reaching a plateau and starting to stabilise. Consumer spending remained rather conservative in 2023, as the cost of living was still high and stagnant wage growth left Australians with low disposable incomes to spend on luxuries. Despite these challenges, the alcoholic drinks industry was fairly resilient, with total value and v...

Euromonitor International's Alcoholic Drinks in Australia 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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## RTDS IN AUSTRALIA

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## 2023 DEVELOPMENTS

Steady growth for RTDs continues into 2023, driven by spirit-based options

Hard seltzers target health-conscious consumers with low-calorie alternatives

New innovation in packaging to address consumer preferences

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