

### December 2019

#### Dark Spirits - US

"Dark spirits had another year of growth posting strong five-year growth driven by consumer interest in premium drinks, craft offerings and even cocktail culture keeping the category well positioned with its base for the future. Yet, optimal growth will hinge not only on nudging upgrades from dedicated consumers to even ...

#### White Spirits - US

Spirits continue to enjoy growth in both dollar and volume sales, outperforming beer and wine. Consumer interest in craft production, brand stories and premium drinking experiences has propelled many spirit brands, especially high end and super premium spirits. Though total US alcohol consumption is in decline, high end and super ...

### November 2019

#### Wine - US

"Total US dollar sales of wine topped \$65 billion in 2019. Wine has enjoyed fairly steady yet modest growth, outpacing that of beer but falling short of spirits, thanks to a broad and often steadfast appeal to a wide swath of consumers across generations. Brands have been working to expand ...

#### Food and Drink Shopper - US

"While food and drink shoppers still view cooking at home from scratch as the standard for health, freshness and taste, they have an ever-widening array of shopping options to choose from for fresh meals. For food and drink retailers, the challenge and opportunity is to make cooking and eating fresh ...

#### RTD Alcoholic Beverages - US

"At a time when consumers report reducing alcohol consumption, and alcohol sales are leveling off, the historically small ready-to-drink (RTD) alcohol space is thriving. RTDs posted the only gains in alcohol consumption from 2018-19, and volume sales of the two largest segments (flavored malt beverages [FMBs] and prepared spirits-based cocktails ...

#### Yogurt and Yogurt Drinks - US

"Yogurt sales are beginning to fall as yogurt drinks take share from the spoonable segment and constant innovation in style and flavor leads to increased competition and consumer fatigue. Performance will be dependent on brands' ability to align functional claims and positioning with consumers' rapidly changing definition of "healthy." ...

#### Beer - US

"Dollar sales of beer, craft beer and cider are estimated to reach \$117 billion in 2019, and are projected to post on-going moderate growth through 2024. Challenges to the market however include shrinking volume sales, as more consumers report reduction of beer consumption rather than an increase. Flavor innovation and ...

#### On-premise Alcohol Trends - US

"Americans' mindset and attitudes toward drinking have undergone a paradigm shift in recent years. While patrons of all ages are still drinking on-premise, younger generations are putting greater emphasis on their health and wellness, leading to more moderate drinking habits. Bars and restaurants should focus on offering options that fit ...

### October 2019

#### Milk and Non-dairy Milk - US

"Milk sales are composed of two opposing, connected markets: the struggling, but sizable dairy milk market



## Drink - USA

and the growing non-dairy milk market. While traditional dairy milks are still considered a household staple by most consumers, sales are declining due to rapid innovations in the non-dairy market and low prices that ...