



# Alcohol Market Research

OPIM-5501  
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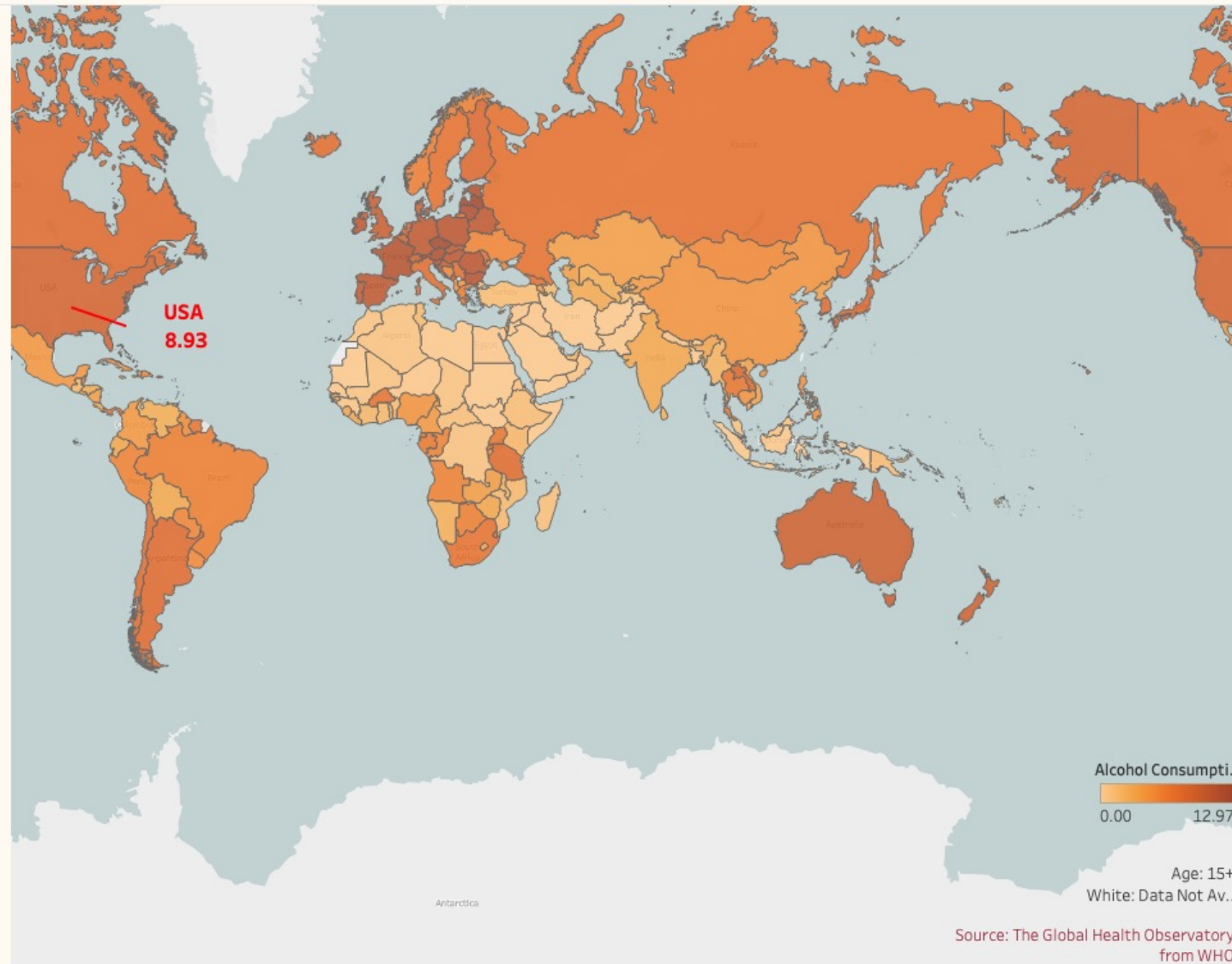
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## All Types of Alcohol Consumption per capita in liters of pure alcohol (2019)





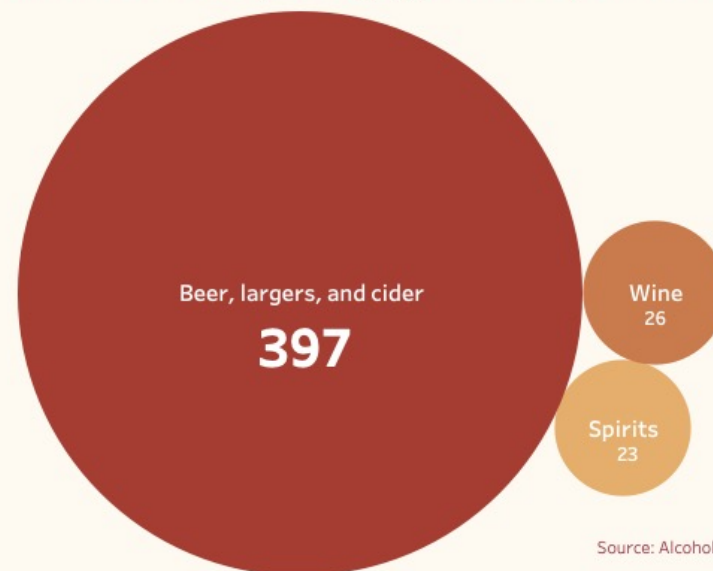
**Do You Know  
How Many Liters  
People Consume  
per Year?**

## Global Trends

Total **446** billion liters (117 billion gallons) are consumed each year. It equals the bloodstream of ~89 billion humans, namely **10 times** the world population!

(Blood of each human body = ~5 liters;  
World population in 2018 = 7.6 billion people)

### Worldwide Consumption by Type in 2018 (billion liters)



### Global Market Size of Alcohol Industry from 2012 to 2021 (in million US dollars)

Source: Statista (2021)



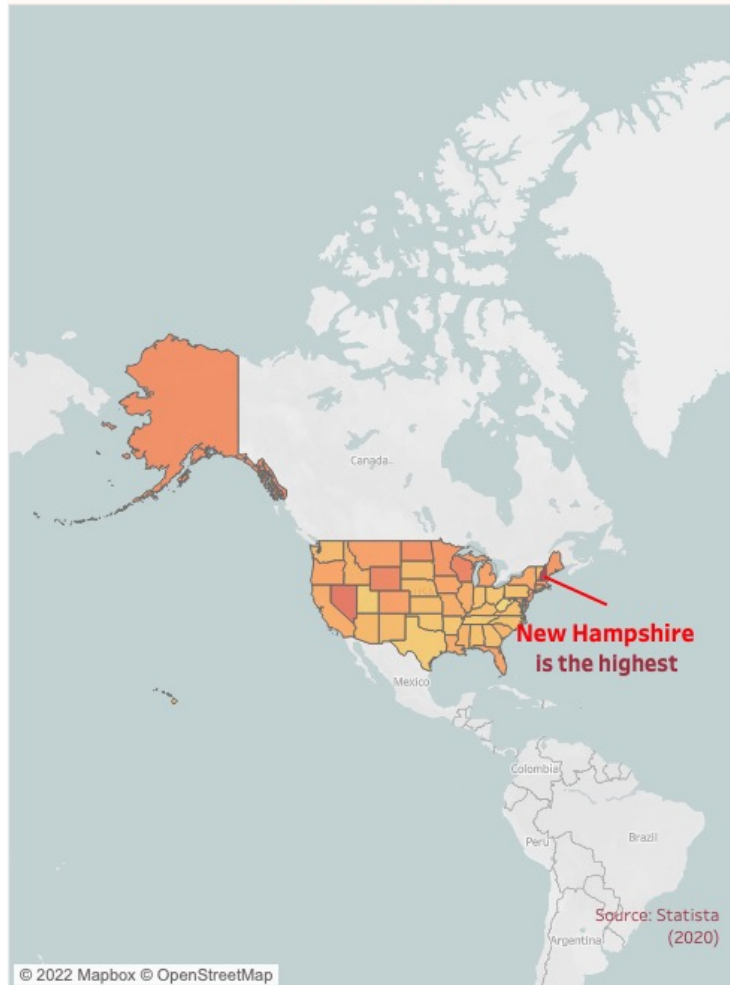




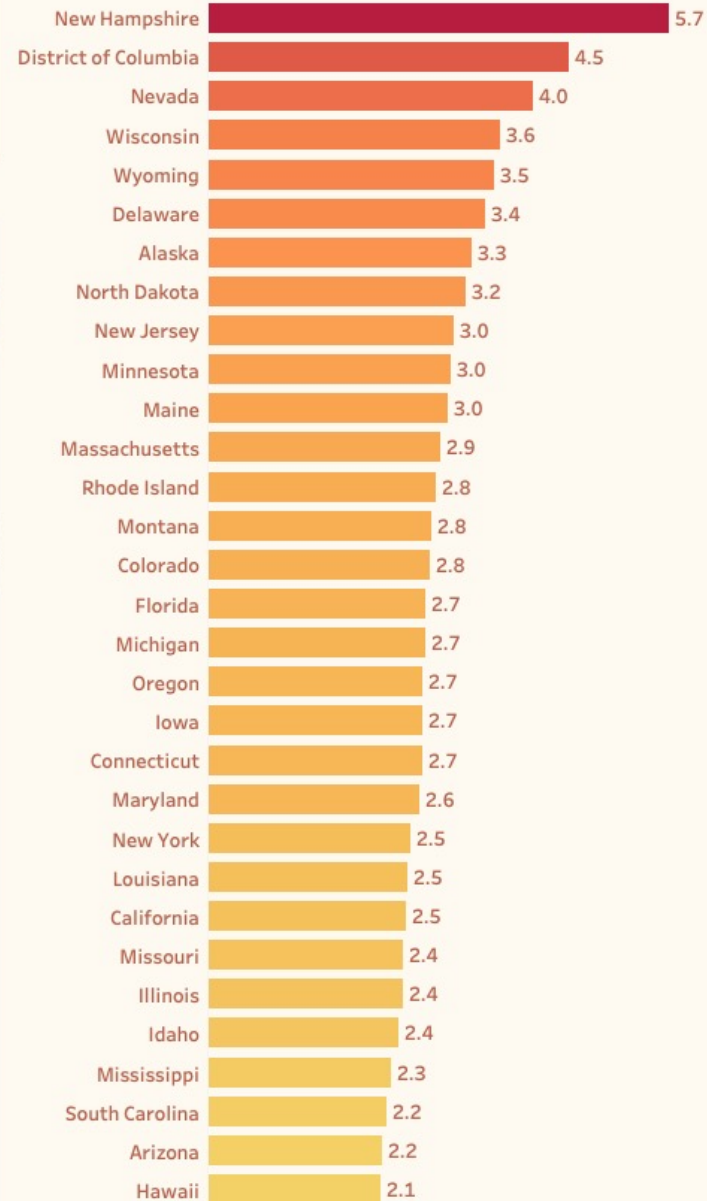
**Which State  
had the Highest  
Alcohol  
Consumption per  
capita in 2019?**

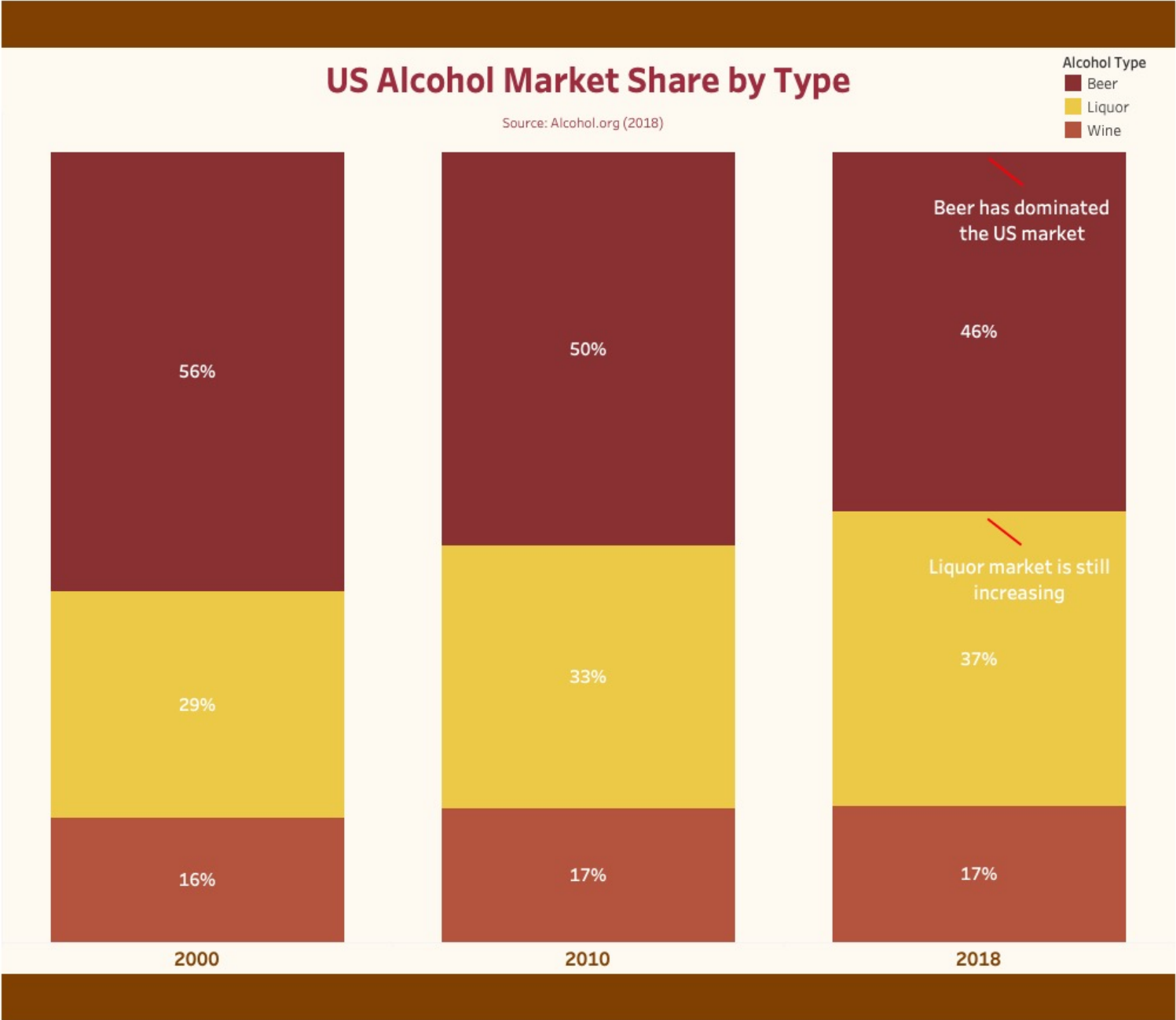
## US Alcohol Consumption per capita in 2019

US Heat Map



State Ranking (in gallons)







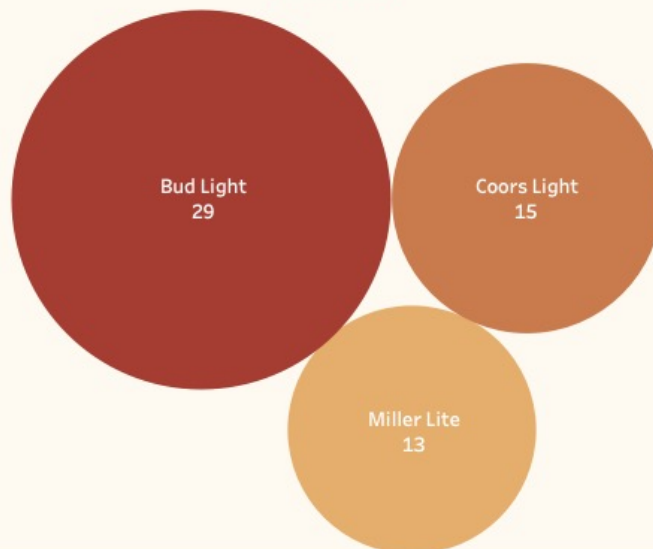
# Categories and Brands



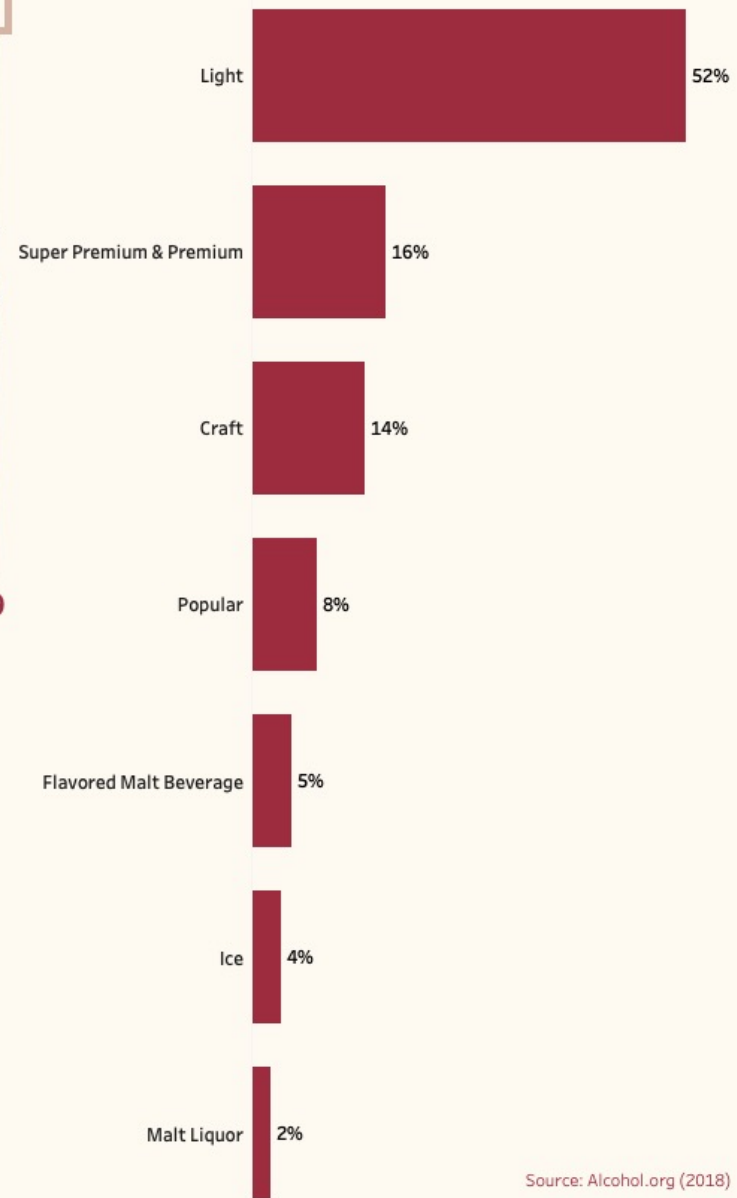
## Beer



**Barrels Sold from Top 3 Popular Beer Brands in 2019  
(millions)**



## Market Share of Beer Types

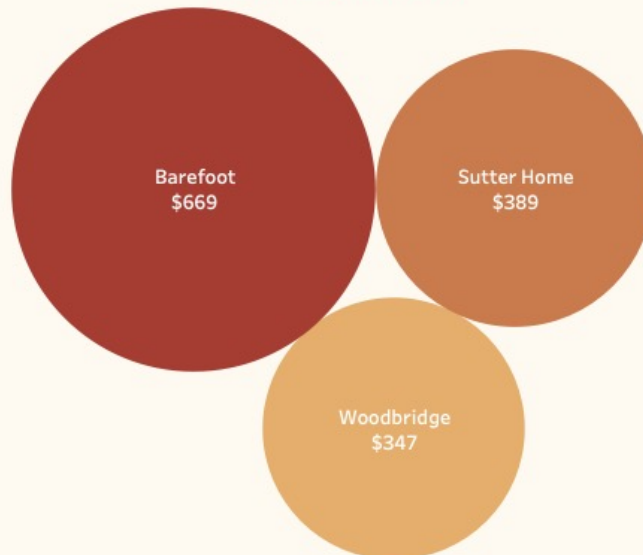


Source: Alcohol.org (2018)

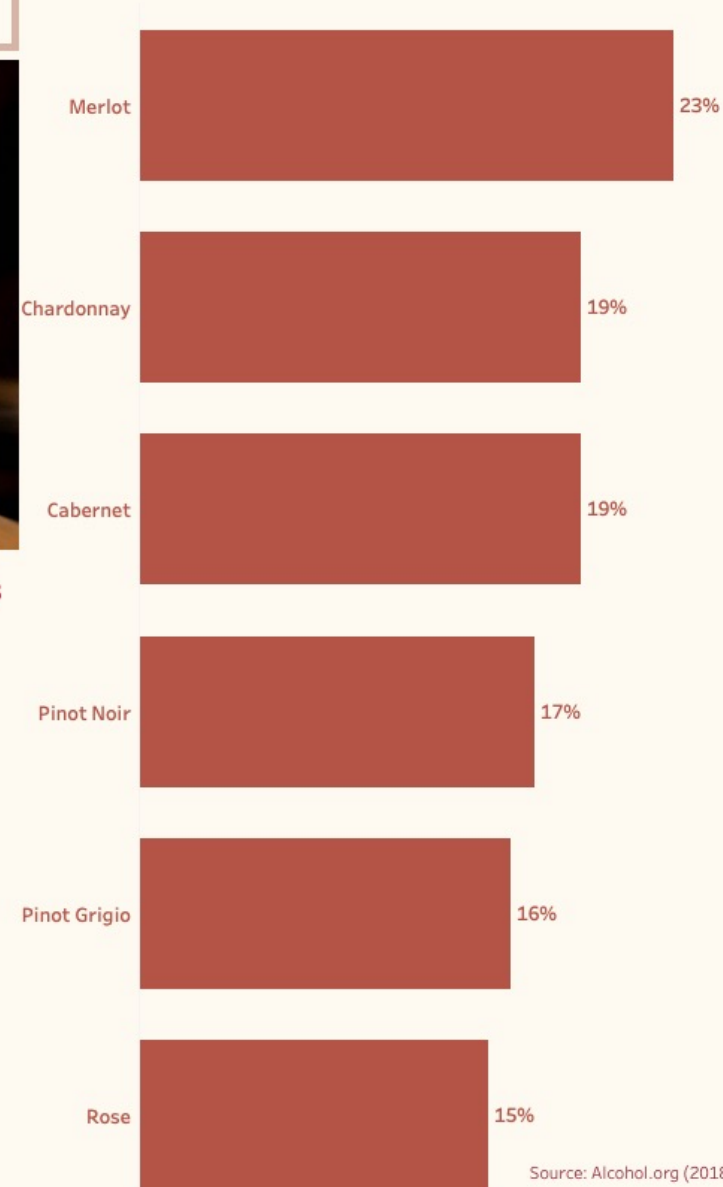
## Wine



**Revenues Earned from Top 3 Popular Wine Brands in 2019 (millions)**



## Market Share of Wine Types

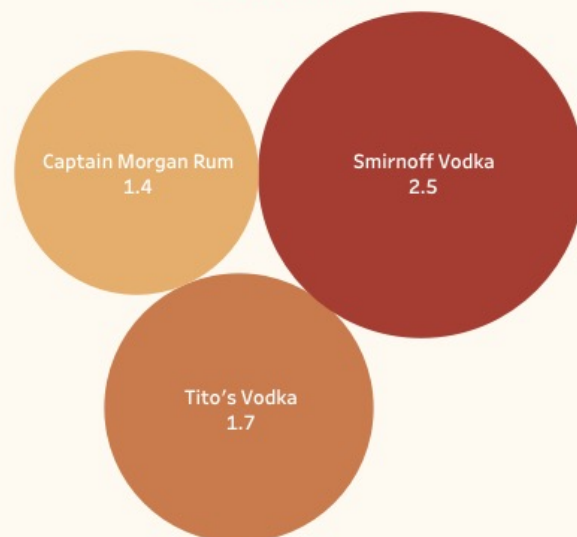


Source: Alcohol.org (2018)

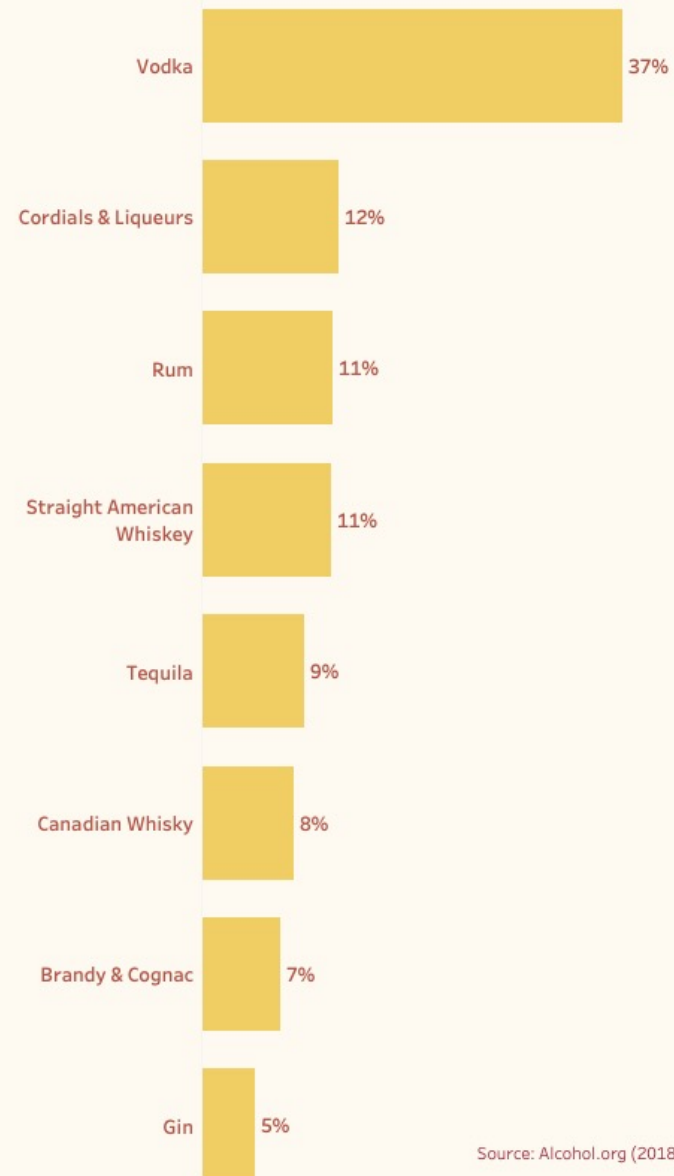
## Liquor



Cases Sold from Top 3 Popular Liquor Brands in 2019 (millions)



## Market Share of Liquor Types



Source: Alcohol.org (2018)



# **Is the Market Recovering from the COVID Impact?**



## Impacts of COVID-19

### US Market Share of Alcoholic Beverages by Retailers in 2019

1. Before COVID-19 (2019), the share of off-premise market was 54% in the US.
2. As restaurants, bars, etc., either closed or were severely restricted, a decline in on-premise market occurred in Spring and recovered in Summer 2020.
3. Covid has acted as a trigger for alcohol e-commerce in the US in 2020.

Forbes (2021)

Off-premise

54%

On-premise

46%

Statista (2021)

### Monthly US Consumer Spending on Alcoholic Beverages in 2020 (billion US dollars)

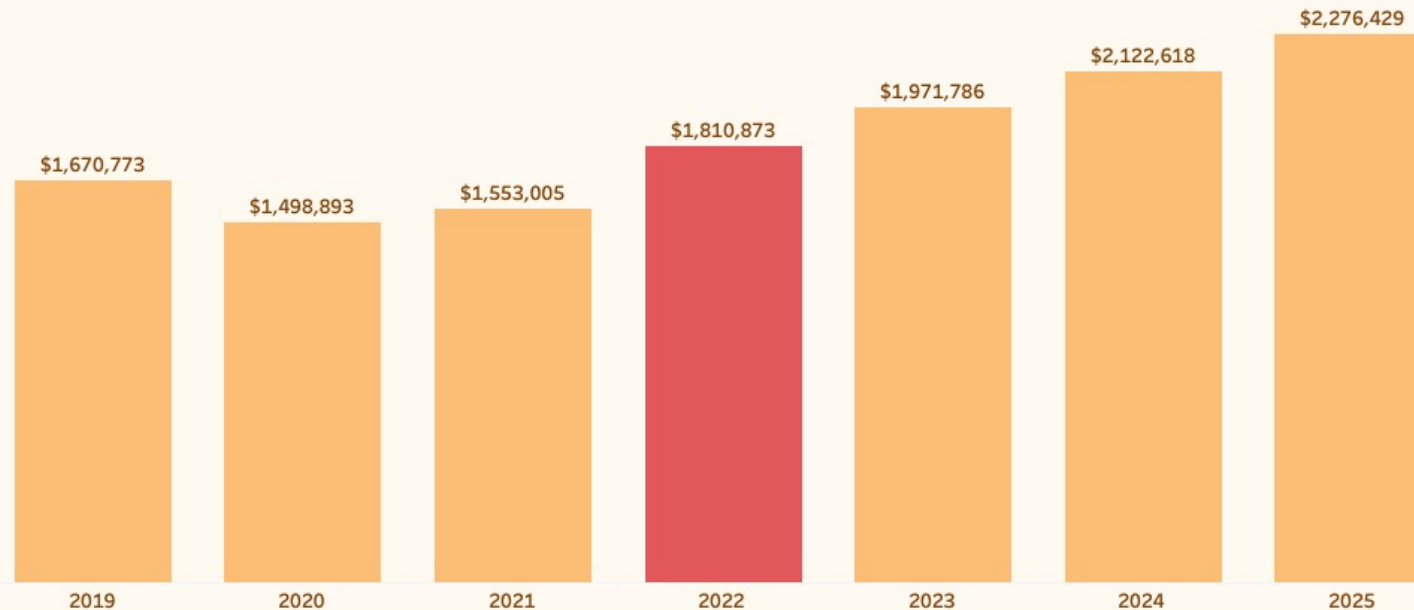


## Predictions

1. US e-commerce alcohol sales are expected to see average annual growth of nearly **45%** in value over the next four years.
2. While the Statista Consumer Market Outlook estimates that the market size will increase in 2021, it will take at least until 2022 before the market recovers and surpass the 2019 pre-pandemic revenue.
3. The global market size was estimated to reach to over \$2.2 trillion dollars by 2025.

Forbes (2021)  
Statista (2021)

### Predictions of Global Market Size from 2022 to 2025 (in million US dollars)



## Conclusions

- ❑ According to "All Types of Alcohol Consumption per capita (2019)" from WHO's Global Health Observatory, the European alcohol market is a good target area to invest in.
- ❑ Because the liquor market has been increasing in the US, it is a potential market that can be observed and invested.
- ❑ For each type of alcohol, the most popular brands are worth observing as the indicators of the market trends.
- ❑ As the researches mentioned in the previous slides presented optimistic predictions, it is a good timing to invest the alcohol market.



## References

### ✓ Datasets:

1. The Global Health Observatory from WHO [https://www.who.int/data/gho/data/indicators/indicator-details/GHO/alcohol-recorded-per-capita-\(15-\)-consumption-\(in-litres-of-pure-alcohol\)](https://www.who.int/data/gho/data/indicators/indicator-details/GHO/alcohol-recorded-per-capita-(15-)-consumption-(in-litres-of-pure-alcohol))
2. "The Alcohol Industry in Data" from Alcohol.org (2018) <https://www.alcohol.org/guides/the-alcohol-industry-in-data/>
3. "Worldwide alcoholic beverage market revenue from 2012 to 2025" from Statista (2021) <https://www-statista-com.ezproxy.lib.uconn.edu/forecasts/696641/market-value-alcoholic-beverages-worldwide>
4. "On-premise and off-premise retail dollar sales of alcoholic beverages in the United States in 2019" from Statista (2019) <https://www-statista-com.ezproxy.lib.uconn.edu/statistics/987210/us-on-premise-and-off-premise-retail-dollar-sales-alcoholic-beverages/>
5. "Per Capita Consumption of distilled spirits in the United States in 2019, by state" from Statista (2020) <https://www-statista-com.ezproxy.lib.uconn.edu/statistics/224581/per-capita-spirit-consumption-in-the-us-in-2010-by-state/>

### ✓ Articles:

1. "Wow, We Sure Drank A Lot Last Year" from Bloomberg (2021) <https://www.bloomberg.com/opinion/articles/2021-03-20/covid-drove-alcohol-sales-higher-even-as-bars-closed>
2. "Alcohol Consumption in the US in Saw its Most Significant Volume Gain In Almost Two Decades" from Forbes (2021) <https://www.forbes.com/sites/udsonlindenberger/2021/06/16/alcohol-consumption-in-the-united-states-saw-its-most-significant-volume-gain-in-almost-two-decades-in-2020/?sh=2215c5ac724d>