

December 2018

The Amazon Effect - US

Amazon is the world's second largest retailer behind Walmart, with \$120 billion in US sales in 2017, up 71% in two years' time. This one company accounts for approximately 40% of total US ecommerce sales. Its membership program, Amazon Prime, surpassed the 100 million member mark globally this year, and ...

White Spirits - US

"The white spirits market is growing, albeit at a slower rate than dark spirits. Consumer interest in white spirits is growing as evident by the strong growth of tequila and higher-end/super premium gin brands. However, the trendiness of tequila and gin have not yet crossed into mass market appeal ...

RTD Alcoholic Beverages - US

"RTD (ready-to-drink) alcoholic beverages continue to be an "also drink" alcohol type, trailing behind beer, wine, and spirits in consumption and volume sales. However the category, which includes FMBs (flavored malt beverages), prepared spirits-based cocktails, and wine coolers has seen recent strong innovation, moving it further away from the cloying ...

Food and Drink Shopper - US

"Big stock-up trips at traditional supermarkets are still happening, but especially among younger food and drink shoppers they're giving way to smaller quick-fill trips across a wider array of retail outlets. This new generation of shoppers is also less likely to make a list and more likely to make purchase ...

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Wine - US

"Total US dollar sales of wine should reach \$62 billion in 2018, for overall growth of 15% since 2013. The growth rate has slowed since a 4.2% bump in 2015, settling to a more moderate 1-2% annual growth projected through 2023. Wine growth has outpaced total alcohol, while wine ...

Dark Spirits - US

"The dark spirits market continues to thrive due primarily to the strong growth of American whiskey. Consumer interest in craft products as well as changes in drinking habits and preferences have benefited many dark spirit brands, especially super- premium brands. Dark spirit drinkers tend to be enthusiastic about dark spirits ...

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Beer and Craft Beer - US

"Dollar sales of beer, craft beer, and cider are estimated to reach \$112 billion in 2018, up 1.1% over 2017 totals. Dollar sales of beer will level, with very small year-over-year gains projected through 2023. Volume sales are declining at a higher rate (with an estimated dip of just ...

Yogurt and Yogurt Drinks - US

"Total sales of yogurt are flat; consumers are trying new yogurt styles and brands but not increasing their total yogurt consumption. While sales of drinkable yogurt are quickly growing they have not offset the decline of spoonable yogurt. Moreover, drinkable yogurts are likely cannibalizing sales of spoonable. High protein/low ...

Consumers and the Economic Outlook - US

"The economy continues its slow and steady recovery, though economists are hesitant to say that it has



Drink - USA

officially recovered. While some consumers may be watching economic indicators, many are not, and even those who are may not see the direct effects on their daily lives. Overall, if consumers were already ...