

Alcoholic Beverage Industry by Numbers

"We need to really start to ask what will happen in the future and how will consumers' spend habits adapt?"

— Josh Halpern
Chief Sales Officer for FIFCO USA



Alcohol During a Pandemic

Off-premise alcohol sales
UP 22.2%
at the height of the pandemic¹

Drizly reported a
300% SALES
spike in March³

Online alcohol sales will
GO UP 37.1%
Y.O.Y. through 2024



Healthy Alcohol

CAGR for "healthy alcoholic
drinks" in 2020 is predicted to²
GO UP 18.3%

Low-calorie beverages were
UP 597%
in 2019⁴

5 Alcohol Beverage Industry Trends Beyond 2020



**Consumer Shift
To Healthier
Beverage Options**



**More Emphasis
On Convenience
And Safety**



**Planning For A
Post-Pandemic
World Begins Now**



**Innovation
Is Critical**



**Branding Shifts
To Social
Responsibility**

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¹(Nielsen Measured Off-Premise Channels, week ending May 30, 2020)

²(<https://www.theiwsr.com/top-5-us-beverage-trends-for-2020/>)

³(<https://www.forbes.com/sites/joemicallef/2020/04/04/how-the-covid-19-pandemic-is-upending-the-alcoholic-beverage-industry>)

⁴(<https://www.beveragedaily.com/Article/2020/01/02/2020-trends-to-watch-in-US-beverage#>)