

Alcoholic Beverage Industry by Numbers

"We really need to start asking what will happen in the future and how consumers' spending habits will change?"

— Josh Halpern
Chief Sales Officer for FIFCO USA



Alcohol During a Pandemic

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

Drizly reported a
300% SALES
spike in March

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 2019

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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