

## **Consumer Trends: ReportsnReports.com Offers Insight into Alcoholic Beverage Markets**

DALLAS (PRNewswire) — According to ReportsnReports.com, the cider and perry market is showing a continuing rise in global performance, but there is much more untapped potential in this market that manufacturers are ignoring. [The Cider and Perry: A Manifest Frontier](#) [1] global briefing looks at what is driving this market, where there is clear potential for manufacturers, and where there are missed opportunities.

In the [U.S. beer, cider, and pre-mixed spirits market](#) [2], cider emerged as the least preferred drink across all age groups, with the majority of respondents across falling in to the non-user category.

After lager, flavored alcoholic beverages is the second most popular category in the U.S. beer, cider and pre-mixed spirits market. Within the flavored alcoholic beverage category, the share of heavy users is highest among early young adults and lowest among older consumers. Beer, cider and pre-mixed spirits consumption can be strongly habitual and, as such, older consumer groups are less likely to register strong consumption in the recently launched flavored alcoholic beverages category as they have already decided on a range of favorite beverages.

The U.S. low-alcohol beer and lager market is very small compared to the lager market in both value and volume terms. This indicates that alcohol is an important component of U.S. consumers' drinking habits, with those not wishing to consume beer opting for soft drinks rather than low alcohol beer and lager.

Market value analysis reveals that lager alone accounts for 98 percent of the beer and pre-mixed spirits market in Brazil. Flavored alcoholic beverages are the second largest segment as per the report titled "[The Brazilian Beer, Cider and Pre-mixed Spirits Market: What Consumers Drink and Why?](#) [3]"

Trend analysis indicates that Brazilian consumers value beer and pre-mixed spirits when relaxing and unwinding from busy work schedules, as highlighted by the popularity of the Personal space and time and fun and enjoyment trends.

Brand analysis reveals that private labels have low penetration in the beer and pre-mixed spirits market. Private label presence is comparatively higher for the beer and ale category, which is 15 percent in the market. Profiles of end-consumers of beer, cider and pre-mixed spirits, by retailer used presented in this report include Carrefour, Cia Zaffari, Companhia Brasileira de Distribuicao, Coop Cooperativa de Consumo, Irmaos Bretas, Lojas Americanas, Prezunic and Wal-Mart.

India's young population and increasing urbanization, which tends to lead Indian consumers to increasingly delay settling down, marriage, and childbirth, are key

trends that will shape the Indian Beer and Pre-Mixed Spirits market, says the report titled "[The Indian Beer, Cider and Pre-mixed Spirits Market: What Consumers Drink and Why](#) [4]?" Market value analysis reveals that lager alone accounts for more than 82 percent of the beer and pre-mixed spirits market in India in value terms. Flavored alcoholic beverages is the second largest segment. Brand analysis reveals that private label's penetration in flavored alcoholic beverages is higher compared to other categories in market. However, both remaining categories have a minimal penetration of 2-5 percent of the overall market, limiting retailers' revenues in these categories. Consumer segmentation by gender group reveals females account for significantly less beer and pre-mixed spirits consumption than men. Tradition is a significant factor in this, with alcohol consumption among Indian women a taboo until recently. India's better off wealth group account for nearly half the total consumption of beer and pre-mixed spirits in value terms. Notably, the hard pressed and moderate Income groups constitute the second and third largest cohort groups.

*Explore more reports on the alcoholic beverages market, beer industry and food and beverages sector at <http://www.reportsnreports.com/market-research/food-and-beverages/> [5].*

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### **Links:**

[1] <http://www.reportsnreports.com/reports/276754-cider-and-perry-a-manifest-frontier.html>

[2] <http://www.reportsnreports.com/reports/270157-the-us-beer-cider-and-pre-mixed-spirits-market-what-consumers-drink-and-why.html>

[3] <http://www.reportsnreports.com/reports/270149-the-brazilian-beer-cider-and-pre-mixed-spirits-market-what-consumers-drink-and-why.html>

[4] <http://www.reportsnreports.com/reports/270152-the-indian-beer-cider-and-pre-mixed-spirits-market-what-consumers-drink-and-why.html>

[5] <http://www.reportsnreports.com/market-research/food-and-beverages/>