Alcohol industry rebound not expected until 2024
IWSR Drinks Market Analysis forecasts total global alcohol consumption will experience double-digit declines in 2020 due to the Covid-19 pandemic and will take until at least 2024 to reach pre-crisis levels.

Total global alcohol consumption rose by 0.1% in volume and 3.6% in value in 2019, but has been severely hit by the shutdown of on-trade venues worldwide in 2020. IWSR said this has not been offset by upticks in alcohol retailers and e-commerce channels.

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What will the South African wine landscape look like after the pandemic?
By Michael Fridjhon
Anyone who loves Cape wine has every reason to be anxious (if not actually panic-stricken) about the industry’s prospects as Covid-19 (and the state’s response to it) wreaks a swathe of destruction through the economy and the wine trade. If we don’t succumb to the disease, will we recover from the destruction of value which has accompanied the measures put in place to control its spread?

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