Consumer Countries/Markets

US Beverage Alcohol Market Posts Gains

Premiumisation and Innovation Spurs Growth Across Key Segments.

BEER
Growth in the imported, craft and FAB segments resulted in a modest gain of 0.4% in the overall beer category in 2015, ending the year at 247,300 hectolitres (or 202.5m barrels). The categories with the largest share were Domestic Lights (43.6%), Domestic Regular (23%), Imported beer (15.1%) and Craft (11%).

CIDER
The US cider category grew double digits once again in 2015, albeit at a slower rate than previous years, advancing by 14.7% to 2,600 hectolitres.

WINE
The category increased 1% in 2015 to end the year at 351.6m nine-litre cases, keeping up the momentum of over two decades of continual growth. Imported wine accounted for 26% of overall wine sales, while domestic wine was 74%. Still light wine comprises over 90% of the overall wine category at 317.1m nine-litre cases.

SPIRITS
The distilled spirits industry continued its year-over-year growth in 2015, marking 19 straight years of volume gains. The distilled spirits industry ended last year with a total of 221.6m nine-litre cases through the addition of 7.4m cases, up 28.7% from 10 years ago.

Global Trends - Beverages

Bubbly Booming: The U.S. Becomes Champagne’s Top Export Market

The Champagne category is bubbling over in the U.S. market, driven by a dynamic premiumization trend. With per-case value up 20% to over €300 ($334) last year, the U.S. overtook the U.K. as Champagne’s top export market by value in 2015.
A slide in the euro—whose value against the dollar is down by about 20% over the past two years—has helped to stoke growth.

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