



Euromonitor  
International

# Competitor Strategies in Alcoholic Drinks

October 2024

Table of Contents

## INTRODUCTION

Scope

Key findings

## INDUSTRY OVERVIEW

Companies at a glance

Macroeconomic factors weigh on company performance

Economic volatility accentuates the advantages of a broad portfolio

Shared priority markets emerge, but geographic ambitions are wide-ranging

Companies look further afield in the search for M&A targets

Location, location, location? Assessing domestic vs imported lager production

The strength of brand names leaves little space for private label

## STRATEGIC PRIORITIES: PORTFOLIO DIVERSIFICATION

Internal reorganisations shed light on total beverage ambitions

Brewers set their sights beyond beer: Recent M&A examples of note

All roads lead to RTDs: The category becomes a key intersection of diversification strategies

Brand extensions gain ground in no/low alcohol expansion

## STRATEGIC PRIORITIES: PREMIUMISATION

Faith in premiumisation remains largely unshaken by current setbacks

Prices are raised as protecting margins is deemed paramount

Divestments help to refine a premium focus

Craft producers seek cost-savings as the challenges pile up

Treasury Wine steps back from key brands in search of more fertile ground

## STRATEGIC PRIORITIES: RESPONDING TO CHANNEL SHIFTS

Navigating change: Companies adapt to the rise of retail while not neglecting the on-trade

Innovating for the on-trade

Moët Hennessy's Cravan bar in Paris: A luxury approach to experiential consumption

Digital transformation takes hold: E-commerce and beyond

Diageo's Johnnie Walker Blue Label: AI-powered personalisation in action

## STRATEGIC PRIORITIES: ELEVATING SUSTAINABILITY

Environmental responsibility and supply chain resilience climb the agenda

Sustainability moves into the spotlight as consumers expect more

Environmental targets: Key focus areas

Sustainability takes centre stage for Telmont champagne house

## CONCLUSION

Growth opportunities

Key findings

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.

- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/competitor-strategies-in-alcoholic-drinks/report](http://www.euromonitor.com/competitor-strategies-in-alcoholic-drinks/report).