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While top line figures for the vast majority of alcoholic drinks categories are pointing in the direction of a sustained rebound, the global economy still teeters precariously on the brink of renewed crisis. Beer, wine and spirits are all posting gains on the back of emerging markets, at the same time that niche categories are scrambling for gains in the mature Western nations. Meanwhile, RTDs are capitalising on the off-tradeâ€™s ascent as market polarisation takes further hold.

Alcoholic Drinks 2011 Part 2: Riding the Upsurge and Entering the Eye of the Storm global briefing offers an insight into to the size and shape of the Alcoholic Drinks market in both the off-trade and the on-trade, it highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading companies and brands by total volume, offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts illustrate how the market is set to change and criteria for success Product coverage: Beer, Cider/Perry, RTDs/High-Strength Premixes, Spirits, Wine. http://www.bharatbook.com/market-research-reports/alcoholic-drinks-market-research-report/alcoholic-drinks-2011-part-2-riding-the-upsurge-and-entering-the-eye-of-the-storm.html

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data. Research Reports

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For more information kindly visit :

Alcoholic Drinks 2011 Part 2

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