Global Alcoholic Drinks Market Size, Share, Development, Growth and Demand Forecast to 2020

Description:

Global Alcoholic Drinks Market Size, Share, Development, Growth and Demand Forecast to 2020 - Industry Insights by Segment (Beer, Cider & FABs), by Distribution Channel (Supermarkets/ Hypermarkets, Specialist Retailers, On-premise, Others) and by Geography (North America, Europe, Asia-Pacific, Rest of the World)'

The increasing urbanization and growing disposable incomes are the key growth drivers for the global alcoholic drinks market. The increasing frequency of celebration is encouraging the consumers to consume alcoholic drinks in large quantities. The increasing consumption of premium and super premium alcoholic drinks is propelling the growth of the global market, in terms of value. The market for craft beer has been upsurging significantly, and is also expected to grow during the forecast period. The market for flavored alcoholic drinks has been observed to grow during the past few years. The increasing taxation on alcoholic beverages and restrictions on their advertisement and promotion are the key restraints, affecting the growth of the market.

The beer, cider & FABs segment dominated the global alcoholic drinks market in 2014. Among the various regions, Europe accounted for the major share in the global market during the same year. The supermarkets and hypermarkets segment dominated the global sales of alcoholic drinks among the various distribution channels.

The On-premise consumption refers to locales, which serve alcoholic beverages for the consumption at places, such as bars, restaurants. Off-site on the other hand refers to places from where alcoholic drinks can be purchased, but not consumed. The on-site consumption of alcoholic beverages has been declining in most of the developed countries. The increasing tax on dining and drinking is discouraging consumers to opt for on-premise consumption. Although, minimum alcohol purchase age bar for on-site distribution channel is low in several countries, it is not having much impact on the consumption pattern through this distribution channel.

With the upsurge in high net worth individuals, the consumption of premium and super premium brands is also increasing. This is leading to increase in value sales of the market. The consumption of premium brands is especially observed in case of spirits. The growing population of HNI individuals in Brazil, Russia, India, and China is leading to increased consumption of premium spirits, which is driving the growth of the premium spirits market. Most of the spirits consumed in these countries are imported from other international markets. The imported spirits market in China grew by 250% in 2012 over 2001. Whiskey and Cognac are the key growing categories, among the premium and super premium alcoholic drinks.

Several alcoholic drinks, such as spirits, wine, cider, and beer are available in various flavors in the market. The consumers which have newly become eligible for the purchase of alcoholic drinks are the most prospective buyers of flavored alcoholic beverages. They are not very much brand and taste loyal, and want varieties in their drink. This makes them an important market segment based on age. Spirits have been the most popular among flavored alcoholic drinks. The addition of flavor in beer moderated the declining global sales of the segment in 2012, which is why the flavored segment is offering growth opportunities for the global market. Alcoholic drinks are available in soft and strong flavors ranging from fruit, lime, and blueberry.

The global alcoholic drinks market is highly consolidated, where the top two players account for a share of over 60%. The key players in the global alcoholic drinks market are Anheuser Busch-inBev, Miller Coors, Heineken Holdings N.V., Carlsberg A/S, Diageo PLC, Grupo Modelo, SABMiller PLC, Bacardi Limited PLC, Olvi PLC, Tsingtao Brewery Company Limited, Beijing Yanjing Brewery Company Limited, and Kirin Holdings Company Limited.

The research offers alcoholic drinks market size and market forecast for the period 2011 to 2020. The market breakdown is as follows:

Global Alcoholic Drinks Market Breakdown
Global Alcoholic Drinks Market Breakdown by Geography

The report coverage for countries includes:

- Market share by segment for 2014 and 2020
- Market share by distribution channel for 2014

North America Alcoholic Drinks Market

- The U.S.
- Canada
- Rest of North America

Europe Alcoholic Drinks Market

- Germany
- France
- The U.K.
- Italy
- Spain
- Russia
- Netherlands
- Poland
- Czech Republic
- Sweden
- Belgium
- Denmark
- Hungary
- Norway
- Rest of Europe

Asia-Pacific Alcoholic Drinks Market

- China
- Japan
- Australia
- India
- South Korea
- Singapore
- Rest of Asia-Pacific

Rest of the World Alcoholic Drinks Market

- Brazil
- Rest of RoW

Contents:

1. Research Scope & Methodology
   1.1 Market Definition
   1.2 Market Scope
   1.2.1 Market share by segment
   1.2.2 Market share by distribution channel
   1.2.3 Market breakdown by geography
   1.3 Research Methodology and Sources

2. Executive Summary
   2.1 Key Findings
   2.2 Research Summary
3. Market Outlook
3.1 Introduction
3.1.1 Value chain analysis
3.2 Trends in the Market
3.2.1 Increasing share of craft brewers in the beer market
3.2.2 Increasing off-premise consumption of alcoholic drinks in developed countries
3.3 Factors Driving Growth of the Market and its Impact on Market Forecast
3.3.1 Up surging celebration occasions
3.3.2 Increasing market for flavoured alcoholic drinks
3.3.3 Increasing consumption of premium and super premium brands
3.3.4 Impact analysis of drivers on market forecast
3.4 Factors Hindering the Growth of the Market and its Impact on Market Forecast
3.4.1 Declining beer sales in the developed countries
3.4.2 Increasing taxation on alcoholic drinks
3.4.3 Restriction on advertisement and promotion of alcoholic drinks
3.4.4 Impact analysis of restraints on market forecast

4.1 Global Alcoholic Drinks Market, by Geography
4.2 Global Alcoholic Drinks Market, by Segment
4.2.1 Beer, cider, and FABs
4.2.2 Spirits
4.2.3 Wine
4.3 Global Alcoholic Drinks Market, by Distribution Channel

5. Global Alcoholic Drinks Market, by Geography
5.1 North America Alcoholic Drinks Market
5.1.1 North America alcoholic drinks market, by segment
5.1.2 North America alcoholic drinks market, by distribution channel
5.1.3 North America alcoholic drinks market, by country
5.1.3.1 U.S. alcoholic drinks market
5.1.3.1.1 U.S. alcoholic drinks market, by segment
5.1.3.1.2 U.S. alcoholic drinks market, by distribution channel
5.1.3.2 Canada alcoholic drinks market
5.1.3.2.1 Canada alcoholic drinks market, by segment
5.1.3.2.2 Canada alcoholic drinks market, by distribution channel
5.2 Europe Alcoholic Drinks Market
5.2.1 Europe alcoholic drinks market, by segment
5.2.2 Europe alcoholic drinks market, by distribution channel
5.2.3 Europe alcoholic drinks market, by country
5.2.3.1 Russia alcoholic drinks market
5.2.3.1.1 Russia alcoholic drinks market, by segment
5.2.3.1.2 Russia alcoholic drinks market, by distribution channel
5.2.3.2 Germany alcoholic drinks market
5.2.3.2.1 Germany alcoholic drinks market, by segment
5.2.3.2.2 Germany alcoholic drinks market, by distribution channel
5.2.3.3 U.K. alcoholic drinks market
5.2.3.3.1 U.K. alcoholic drinks market, by segment
5.2.3.3.2 U.K. alcoholic drinks market, by distribution channel
5.2.3.4 France alcoholic drinks market
5.2.3.4.1 France alcoholic drinks market, by segment
5.2.3.4.2 France alcoholic drinks market, by distribution channel
5.2.3.5 Spain alcoholic drinks market
5.2.3.5.1 Spain alcoholic drinks market, by segment
5.2.3.5.2 Spain alcoholic drinks market, by distribution channel
5.2.3.6 Italy alcoholic drinks market
5.2.3.6.1 Italy alcoholic drinks market, by segment
5.2.3.6.2 Italy alcoholic drinks market, by distribution channel
5.2.3.7 Poland alcoholic drinks market
5.2.3.7.1 Poland alcoholic drinks market, by segment
5.2.3.7.2 Poland alcoholic drinks market, by distribution channel
5.2.3.8 Czech Republic alcoholic drinks market
5.2.3.8.1 Czech Republic alcoholic drinks market, by segment
5.2.3.8.2 Czech Republic alcoholic drinks market, by distribution channel
5.2.3.9 Netherlands alcoholic drinks market
5.2.3.9.1 Netherlands alcoholic drinks market, by segment
5.2.3.9.2 Netherlands alcoholic drinks market, by distribution channel
5.2.3.10 Belgium alcoholic drinks market
5.2.3.10.1 Belgium alcoholic drinks market, by segment
5.2.3.10.2 Belgium alcoholic drinks market, by distribution channel
5.2.3.11 Hungary alcoholic drinks market
5.2.3.11.1 Hungary alcoholic drinks market, by segment
5.2.3.11.2 Hungary alcoholic drinks market, by distribution channel
5.2.3.12 Sweden alcoholic drinks market
5.2.3.12.1 Sweden alcoholic drinks market, by segment
5.2.3.12.2 Sweden alcoholic drinks market, by distribution channel
5.2.3.13 Denmark alcoholic drinks market
5.2.3.13.1 Denmark alcoholic drinks market, by segment
5.2.3.13.2 Denmark alcoholic drinks market, by distribution channel
5.2.3.14 Norway alcoholic drinks market
5.2.3.14.1 Norway alcoholic drinks market, by segment
5.2.3.14.2 Norway alcoholic drinks market, by distribution channel
5.3 Asia-Pacific Alcoholic Drinks Market
5.3.1 Asia-Pacific alcoholic drinks market
5.3.2 Asia-Pacific alcoholic drinks market, by country
5.3.3 Asia-Pacific alcoholic drinks market, by distribution channel
5.3.3.1 China alcoholic drinks market
5.3.3.1.1 China alcoholic drinks market, by segment
5.3.3.1.2 China alcoholic drinks market, by distribution channel
5.3.3.2 Japan alcoholic drinks market
5.3.3.2.1 Japan alcoholic drinks market, by segment
5.3.3.2.2 Japan alcoholic drinks market, by distribution channel
5.3.3.3 India alcoholic drinks market
5.3.3.3.1 India alcoholic drinks market, by segment
5.3.3.3.2 India alcoholic drinks market, by distribution channel
5.3.3.4 Australia alcoholic drinks market
5.3.3.4.1 Australia alcoholic drinks market, by segment
5.3.3.4.2 Australia alcoholic drinks market, by distribution channel
5.3.3.5 South Korea alcoholic drinks market
5.3.3.5.1 South Korea alcoholic drinks market, by segment
5.3.3.5.2 South Korea alcoholic drinks market, by distribution channel
5.3.3.6 Singapore alcoholic drinks market
5.3.3.6.1 Singapore alcoholic drinks market, by segment
5.3.3.6.2 Singapore alcoholic drinks market, by distribution channel
5.4 Rest of the World Alcoholic Drinks Market
5.4.1 Rest of the World alcoholic drinks market
5.4.2 Rest of the World alcoholic drinks market, by country
5.4.3 Rest of the World alcoholic drinks market, by distribution channel
5.4.3.1 Brazil alcoholic drinks market
5.4.3.1.1 Brazil alcoholic drinks market, by segment
5.4.3.1.2 Brazil alcoholic drinks market, by distribution channel

6. Competitive Landscape
6.1 Porter’s Five Forces of Competitive Position Analysis
6.1.1 Bargaining power of buyers
6.1.2 Bargaining power of suppliers
6.1.3 Threat of new entrants
6.1.4 Intensity of rivalry
6.1.5 Threat of substitutes
6.2 Market Share Analysis
6.2.1 Global alcoholic drinks market share, by company
6.2.2 U.S. alcoholic drinks market share, by company
6.2.3 Canada alcoholic drinks market share, by company
6.2.4 Germany alcoholic drinks market share, by company
6.2.5 France alcoholic drinks market share, by company
6.2.6 Italy alcoholic drinks market share, by company
6.2.7 Netherlands alcoholic drinks market share, by company
6.2.8 Poland alcoholic drinks market share, by company
6.2.9 Hungary alcoholic drinks market share, by company
6.2.10 Spain alcoholic drinks market share, by company
6.2.11 Sweden alcoholic drinks market share, by company
6.2.12 Belgium alcoholic drinks market share, by company
6.2.13 Denmark alcoholic drinks market share, by company
6.2.14 Russia alcoholic drinks market share, by company
6.2.15 Norway alcoholic drinks market share, by company
6.2.16 Czech Republic alcoholic drinks market share, by company
6.2.17 China alcoholic drinks market share, by company
6.2.18 Japan alcoholic drinks market share, by company
6.2.19 Australia alcoholic drinks market share, by company
6.2.20 India alcoholic drinks market share, by company
6.2.21 South Korea alcoholic drinks market share, by company
6.2.22 Singapore alcoholic drinks market share, by company
6.2.23 Brazil alcoholic drinks market share, by company
6.3 Competitive Benchmarking

7. Company Profiles and Strategic Developments
7.1 Key Company Profiles
7.1.1 Diageo Plc
7.1.1.1 Business overview
7.1.1.2 Product and service offerings
7.1.2 Heineken Holding N.V.
7.1.2.1 Business overview
7.1.2.2 Product and service offerings
7.1.3 Carlsberg A/S
7.1.3.1 Business overview
7.1.3.2 Product and service offerings
7.1.4 Anheuser-Busch InBev
7.1.4.1 Business overview
7.1.4.2 Product and service offerings
7.1.5 SABMiller Plc
7.1.5.1 Business overview
7.1.5.2 Product and service offerings
7.1.6 Bacardi Limited Plc
7.1.6.1 Business overview
7.1.6.2 Product and service offerings
7.1.7 Olvi Plc
7.1.7.1 Business overview
7.1.7.2 Product and service offerings
7.1.8 Tsingtao Brewery Company Limited
7.1.8.1 Business overview
7.1.8.2 Product and service offerings
7.1.9 Beijing Yanjing Brewery Company Limited
7.1.9.1 Business overview
7.1.9.2 Product and service offerings
7.1.10 Kirin Holdings Company Limited
7.1.10.1 Business overview
7.1.10.2 Product and service offerings
7.2 Strategic Developments in the Alcoholic Drinks Market
7.2.1 Mergers and acquisitions
7.2.2 Customer engagement
7.2.3 Product launch

8. Appendix
8.1 List of Abbreviations

List of Tables:
Table 1 Specific Primary and Secondary Sources Used for this Publication
Table 2 Global Alcoholic Drinks Market Snapshot - Market Size
Fig 46 Germany Alcoholic Drinks Market Share, by Segment (2014 and 2020)
Fig 47 Germany Alcoholic Drinks Market Share, by Distribution Channel (2014)
Fig 48 U.K. Alcoholic Drinks Market Size, $B (2011 - 2020)
Fig 49 Alcoholic Drinks Regulatory Landscape in U.K.
Fig 50 Percentage of Adult Teetotallers in the U.K. (2014)
Fig 51 Binge Drinking Population in the U.K., in % (2005 - 2013)
Fig 52 U.K. Alcoholic Drinks Market Share, by Segment (2014 and 2020)
Fig 53 U.K. Alcoholic Drinks Market Share, by Distribution Channel (2014)
Fig 54 France Alcoholic Drinks Market Size, $B (2011 - 2020)
Fig 55 Alcoholic Drinks Regulatory Landscape in France
Fig 56 France Alcoholic Drinks Market Share, by Segment (2014 and 2020)
Fig 57 France Alcoholic Drinks Market Share, by Distribution Channel (2014)
Fig 58 Spain Alcoholic Drinks Market Size, $B (2011 - 2020)
Fig 59 Alcoholic Drinks Regulatory Landscape in Spain
Fig 60 Spain Alcoholic Drinks Market Share, by Segment (2014 and 2020)
Fig 61 Spain Alcoholic Drinks Market Share, by Distribution Channel (2014)
Fig 62 Italy Alcoholic Drinks Market Size, $B (2011 - 2020)
Fig 63 Alcoholic Drinks Regulatory Landscape in Italy
Fig 64 Italy Alcoholic Drinks Market Share, by Segment (2014 and 2020)
Fig 65 Italy Alcoholic Drinks Market Share, by Distribution Channel (2014)
Fig 66 Poland Alcoholic Drinks Market Size, $B (2011 - 2020)
Fig 67 Alcoholic Drinks Regulatory Landscape in Poland
Fig 68 Percentage of Alcoholic Drink Consumers by Drink Type (2013)
Fig 69 Poland Alcoholic Drinks Market Share, by Segment (2014 and 2020)
Fig 70 Production of Grape Wine, Fortified Wine and Vermouth in Poland, Million Liters, (2008 - 2013)
Fig 71 Poland Alcoholic Drinks Market Share, by Distribution Channel (2014)
Fig 72 Czech Republic Alcoholic Drinks Market Size, $B (2011 - 2020)
Fig 73 Alcoholic Drinks Regulatory Landscape in Czech Republic
Fig 74 Czech Republic Wine Trade, Million Kc (2009 - 2013)
Fig 75 Czech Republic Alcoholic Drinks Market Share, by Segment (2014 and 2020)
Fig 76 Czech Republic Alcoholic Drinks Market Share, by Distribution Channel (2014)
Fig 77 Netherlands Alcoholic Drinks Market Size, $B (2011 - 2020)
Fig 78 Alcoholic Drinks Regulatory Landscape in Netherlands
Fig 79 Netherlands Alcoholic Drinks Market Share, by Segment (2014 and 2020)
Fig 80 Netherlands Alcoholic Drinks Market Share, by Distribution Channel (2014)
Fig 81 Belgium Alcoholic Drinks Market Size, $B (2011 - 2020)
Fig 82 Alcoholic Drinks Regulatory Landscape in Belgium
Fig 83 Belgium Alcoholic Drinks Market Share, by Segment (2014 and 2020)
Fig 84 Belgium Alcoholic Drinks Market Share, by Distribution Channel (2014)
Fig 85 Hungary Alcoholic Drinks Market Size, $B (2011 - 2020)
Fig 86 Alcoholic Drinks Regulatory Landscape in Hungary
Fig 87 Hungary Alcoholic Drinks Market Share, by Segment (2014 and 2020)
Fig 88 Hungary Alcoholic Drinks Market Share, by Distribution Channel (2014)
Fig 89 Sweden Alcoholic Drinks Market Size, $B (2011 - 2020)
Fig 90 Alcoholic Drinks Regulatory Landscape in Sweden
Fig 91 Sweden Alcoholic Drinks Market Share, by Segment (2014 and 2020)
Fig 92 Sweden Alcoholic Drinks Market Share, by Distribution Channel (2014)
Fig 93 Denmark Alcoholic Drinks Market Size, $B (2011 - 2020)
Fig 94 Alcoholic Drinks Regulatory Landscape in Denmark
Fig 95 Denmark Alcoholic Drinks Market Share, by Segment (2014 and 2020)
Fig 96 Denmark Alcoholic Drinks Market Share, by Distribution Channel (2014)
Fig 97 Norway Alcoholic Drinks Market Size, $B (2011 - 2020)
Fig 98 Alcoholic Drinks Regulatory Landscape in Norway
Fig 99 Norway Alcoholic Drinks Market Share, by Segment (2014 and 2020)
Fig 100 Norway Alcoholic Drinks Market Share, by Distribution Channel (2014)
Fig 101 Asia-Pacific Alcoholic Drinks Market Share, by Segment (2014 and 2020)
Fig 102 Asia-Pacific Alcoholic Drinks Market Size by Country, $B (2011 - 2020)
Fig 103 Asia-Pacific Alcoholic Drinks Market Share, by Distribution Channel (2014)
Fig 104 China Alcoholic Drinks Market Size, $B (2011 - 2020)
Fig 105 Alcoholic Drinks Regulatory Landscape in China
Fig 106 China Middle Class Population (2005 - 2045)
Fig 107 China Alcoholic Drinks Market Share, by Segment (2014 and 2020)
Fig 108 China Alcoholic Drinks Market Share, by Distribution Channel (2014)
Fig 109 Japan Alcoholic Drinks Market Size, $B (2011 - 2020)
Fig 110 Alcoholic Drinks Regulatory Landscape in Japan
Fig 111 Age Distribution of the Population in Japan, Million People (1980 - 2050)
Fig 112 Per Capita Alcoholic Drink Consumption in Japan, Liters Per Year (2000 - 2013)
Fig 113 Japan Alcoholic Drinks Market Share, by Segment (2014 and 2020)
Fig 114 Japan Alcoholic Drinks Market Share, by Distribution Channel (2014)
Fig 115 India Alcoholic Drinks Market Size, $B (2011 - 2020)
Fig 116 Alcoholic Drinks Regulatory Landscape in India
Fig 117 India Alcoholic Drinks Per Capita Per Week Consumption by State, (Milliliters) (2011 - 2012)
Fig 118 India Alcoholic Drinks Market Share, by Segment (2014 and 2020)
Fig 119 Population Composition of India by Age Group and Gender, Million People (2014)
Fig 120 India Alcoholic Drinks Market Share, by Distribution Channel (2014)
Fig 121 Australia Alcoholic Drinks Market Size, $B (2011 - 2020)
Fig 122 Alcoholic Drinks Regulatory Landscape in Australia
Fig 123 Proportion of People Aged 14 Years Or Older in Australia Having Different Alcohol Consumption Patterns, in % (2001 - 2013)
Fig 124 Nhmrc Funding for Alcohol Research in Australia, $M (2000 - 2015)
Fig 125 Australia Alcoholic Drinks Market Share, by Segment (2014 and 2020)
Fig 126 Average Amount of Money Spent by Australians Per Week On Alcohol Drinks In, Au$ (2010)
Fig 127 Australia Alcoholic Drinks Market Share, by Distribution Channel (2014)
Fig 128 South Korea Alcoholic Drinks Market Size, $B (2011 - 2020)
Fig 129 Proportion of Population Aged Over 65 Years in South Korea, in % (2000 - 2050)
Fig 130 South Korea Alcoholic Drinks Market Share, by Segment (2014 and 2020)
Fig 131 South Korea Alcoholic Drinks Market Share, by Distribution Channel (2014)
Fig 132 Singapore Alcoholic Drinks Market Size, $B (2011 - 2020)
Fig 133 Foreign Workers in Singapore, in Million (2009 - 2014)
Fig 134 Alcoholic Drinks Regulatory Landscape in Singapore
Fig 135 Singapore Alcoholic Drinks Market Share, by Segment (2014 and 2020)
Fig 136 Singapore Alcoholic Drinks Market Share, by Distribution Channel (2014)
Fig 137 Food and Beverage Service Establishments in Singapore (2008 - 2013)
Fig 138 Rest of the World Alcoholic Drinks Market Share, by Segment (2014 and 2020)
Fig 139 Rest of the World Alcoholic Drinks Market Size by Country, $B (2011 - 2020)
Fig 140 Rest of the World Alcoholic Drinks Market Share, by Distribution Channel (2014)
Fig 141 Brazil Alcoholic Drinks Market Size, $B (2011 - 2020)
Fig 142 Frequency of Alcoholic Drink Consumption Among Students of A Private Institution in the State of Minas Gerais, Brazil in 2011
Fig 143 Alcoholic Drinks Regulatory Landscape in Brazil
Fig 144 Consumption Proportion of Major Alcoholic Drink in Brazil by Region (2012)
Fig 145 Brazil Alcoholic Drinks Market Share, by Segment (2014 and 2020)
Fig 146 Spirits Consumption Percentage in Brazil, by Type (2011)
Fig 147 Brazil Alcoholic Drinks Market Share, by Distribution Channel (2014)
Fig 148 Porter's Five Forces of Competitive Position Analysis
Fig 149 Global Alcoholic Drinks Market Share, by Company (2014)
Fig 150 U.S. Alcoholic Drinks Market Share, by Company (2014)
Fig 151 Canada Alcoholic Drinks Market Share, by Company (2014)
Fig 152 Germany Alcoholic Drinks Market Share, by Company (2014)
Fig 153 France Alcoholic Drinks Market Share, by Company (2014)
Fig 154 Italy Alcoholic Drinks Market Share, by Company (2014)
Fig 155 Netherlands Alcoholic Drinks Market Share, by Company (2014)
Fig 156 Poland Alcoholic Drinks Market Share, by Company (2014)
Fig 157 Hungary Alcoholic Drinks Market Share, by Company (2014)
Fig 158 Spain Alcoholic Drinks Market Share, by Company (2014)
Fig 159 Sweden Alcoholic Drinks Market Share, by Company (2014)
Fig 160 Belgium Alcoholic Drinks Market Share, by Company (2014)
Fig 161 Denmark Alcoholic Drinks Market Share, by Company (2014)
Fig 162 Russia Alcoholic Drinks Market Share, by Company (2014)
Fig 163 Norway Alcoholic Drinks Market Share, by Company (2014)
Fig 164 Czech Republic Alcoholic Drinks Market Share, by Company (2014)
Fig 165 China Republic Alcoholic Drinks Market Share, by Company (2014)
Fig 166 Japan Alcoholic Drinks Market Share, by Company (2014)
Fig 167 Australia Alcoholic Drinks Market Share, by Company (2014)
Fig 168 India Alcoholic Drinks Market Share, by Company (2014)
Fig 169 South Korea Alcoholic Drinks Market Share, by Company (2014)
Fig 170 Singapore Alcoholic Drinks Market Share, by Company (2014)
Fig 171 Brazil Alcoholic Drinks Market Share, by Company (2014)
Fig 172 Market Attractiveness of Top 15 Global Countries in Alcoholic Drinks Market

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