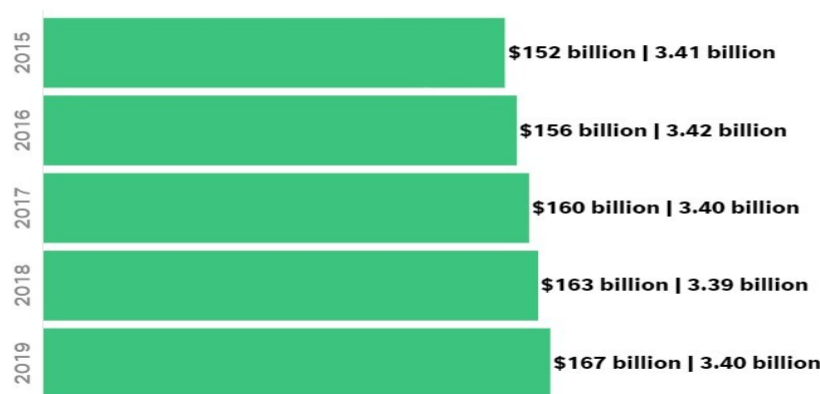


According to global alcohol tracker IWSR Beverages Market Analysis, wine consumption decreased by almost 1 percent for the first time in 25 years. Americans continue to spend more on alcohol, and booze will be bought at 167 billion dollars. This is 2.5% higher than 2018, according to the report. Brandy Rand, Chief Operating Officer for the American analysis for the Americas, says report shows consumers are prepared to pay more.

"We find it difficult to compete in wine with the rise in products with low alcohol content," says Rand. One good spot: "Where we see the growth of cocktails like the Aperol Spritz. More boozy options were also available. People drank additional whiskey, vodka, rum, tequila, and gin – 2.3% up last year. Hard seltzers like White Claw and Really already make up 43 percent of drinks. IWSR predicts that consumption of hard seltzer would triple by 2023. Tito's Handmade Vodka is America's top-selling distillery spirit. Vodka kept its lead in the volume of spirits. Mezcal (40%) and Japanese (23,1%) are also big contributors. Craft beer keeps rising. Each year, in milliards, and in nine-liter cases, spending on alcoholic beverages and alcoholic use is up (Snider, 2020).

US spent more, drank more in 2019

Annual amounts spent on alcoholic beverages, in billions, and alcoholic consumption in amounts of nine-liter cases:



NOTE 2019 figures are preliminary; Dollar amounts and consumption amounts are calculated for entire industry, on- and off-premise, including retail outlets, restaurants, bars and other establishments; SOURCE IWSR Drinks Market Analysis; GRAPHIC George Petras/USA TODAY

Snider, M. (2020). *Hold my wine: Vino is on the decline. So what did you drink in 2019, America?*

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