

Case Study: Market Opportunity

Alcoholic Beverages Industry

Expanding into niche market segments and perfecting brand positioning.

The global alcoholic beverages market is expected to grow over the next several years. It will be fuelled by the growing young adult demographic, along with a rise in disposable income and demand for premium products. However, the market is not without challenges, as the trend towards healthy lifestyles is bringing increased competition from the non-alcoholic beverages industry. Consumers are increasingly seeking out drinks that promise health benefits and are consuming less alcohol due to its negative effects.

Market opportunity analysis gives businesses an edge over their competitors by helping them effectively connect products and services with their target customers. It also identifies potential challenges and barriers to entry, allowing leaders to plan for the future and evaluate new markets in their pricing strategies and avoid being undercut.

The challenge

A global alcoholic beverages manufacturer and supplier in the US was facing difficulties in profiling its competitors and expanding its operations into new market segments. The client was looking to devise actionable strategies for creating new product segments, as well as gain insight into increased competition from new and existing competitors.

Our approach

A market opportunity assessment allowed the client to identify key competitors and their

products, as well as regulatory timelines. This enabled the business to better plan its brand positioning in the marketplace, resulting in an expanded product line across niche segments.

Benefits

- Analysis of the opportunities and challenges present in the market
- Insight into competitor products and strategies
- Development of brand positioning strategies and plans to address future needs of customers

Find out more...

about how the Technavio team can help you identify emerging opportunities and resolve your business challenges.

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