

# About the IWSR

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The IWSR is the leading source of data and analysis on the alcoholic beverage market. The IWSR's database, essential to the industry, quantifies the global market of wine, spirits, beer, cider and mixed drinks by volume and value in 157 countries, and provides insight into short- and long-term trends, including five-year volume and value forecasts.

The IWSR tracks overall consumption and trends at brand, price segment and category level. Our data is used by the major multinational wine, spirits and beer companies, as well as financial and alcoholic beverage market suppliers. The IWSR's unique methodology allows us to get closer to what is actually consumed and better understand how markets work. Our analysts travel the world in order to meet over 1,600 local professionals to capture market trends and the 'why' behind the numbers.

## Expertise

- 45+ years of international beverage market research
- Specialise in just beverage alcohol: beer, wine, spirits, cider, mixed drinks

## Breadth & depth

- 157 countries covered and forecasted
- Around 120 visited every year
- 24,000+ brand lines tracked
- 400,000+ data points updated, including price and duty free

## Category leadership

- Trusted partner for beer, wine and spirits suppliers, financial, low- and non-alcohol
- Forecast experts in what's next

## Market intelligence

- Our analysts travel the world in order to meet over 1,600 local professionals to capture market trends – the 'why' behind the numbers

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