

Breaking Down the Beverage Industry



As a beverage industry professional, you know that the soft drink and alcohol segments are distinct. Our research revealed key differences and demonstrated the unique challenges of the two markets.



Top-of-Mind Trends

Category	Soft Drinks	Alcohol Beverages
Most Common Macroeconomic Concern	Changing consumer demands and preferences	Higher operating costs
Toughest Internal Challenge	Outdated, unintegrated technology	Rising material costs
Most Improved KPI Through Digital Transformation	Overall equipment effectiveness	Efficiency in logistics
Primary Barrier to Digital Transformation	Limited visibility across operations	Lack of awareness of available solutions

Digital Transformation

Category	Soft Drinks	Alcohol Beverages
Biggest Motivation for Technology Investment	Supporting regulatory compliance	Ensuring bidirectional traceability
Most Popular Solution	Supply chain management (SCM)	Customer relationship management (CRM)
Top Strategy for Supply Chain Resilience	Improving forecasting capabilities	Driving supply chain visibility
Biggest Motivation for Cloud Migration	Increased accessibility and mobility	Stronger cybersecurity
Top Strategy To Mitigate Labor Shortages	Reskill and upskill existing employees	Restructuring the work week and/or day

Automation

Category	Soft Drinks	Alcohol Beverages
Most Commonly Automated Task	Managing production processes	Tracking materials and products
Greatest Benefits of Automation	Increased production speed	Increased production speed

Sustainability

Category	Soft Drinks	Alcohol Beverages
Biggest Motivation for Sustainability	Customer demand	Brand differentiation
Top Strategy for Sustainability	Using technology to identify sources of waste	Innovating in distribution

Strategies for the Future

Category	Soft Drinks	Alcohol Beverages
Top Short-Term Strategy for Achieving Goals	Improving supply chain resilience	Increasing visibility, accuracy and access to data
Top Long-Term Strategy for Achieving Goals	Attracting the best talent	Optimising product pricing

Want to Learn More?

Keep your finger on the pulse of the market with the [latest beverage industry trends](#).

Discover how a cloud-based ERP can help [improve supply chain resilience](#).

Read up on [lean manufacturing](#) and how it can help your beverage business scale.

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All statistics in this asset are from an original research survey conducted by Aptean and B2B International in Q3 2023.