

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	Higher operating costs	Material availability
Toughest Internal Challenge	Rising material costs	Implementing automation
Top Strategy for Supply Chain Resilience	Improving production scheduling	Streamlining supplier onboarding
Top Strategy To Mitigate Labor Shortages	Reskill and upskill existing employees	Using technology to automate tasks

Digital Transformation

Category	Soft Drinks	Alcohol Beverages
Biggest Motivation for Technology Investment	Managing logistics costs	Updating legacy systems
Most Popular Solution	Online payment platforms	Customer relationship management (CRM)
Most Improved KPI Through Digital Transformation	Equipment utilization	Equipment utilization
Primary Barrier to Digital Transformation	Limited visibility across operations	Resistance to change
Biggest Motivation for Cloud Migration	Lowering costs	Lowering internal resource requirements

Automation

Category	Soft Drinks	Alcohol Beverages
Most Commonly Automated Task	Managing production processes	Analyzing and managing profit margins
Greatest Benefits of Automation	Increased production speed	Improved scalability

Sustainability

Category	Soft Drinks	Alcohol Beverages
Biggest Motivation for Sustainability	Efficiency improvements	Improving brand reputation
Top Strategy for Sustainability	Reducing packaging and spoilage	Innovating in distribution

Strategies for the Future

Category	Soft Drinks	Alcohol Beverages
Top Short-Term Strategy for Achieving Goals	Increasing visibility, accuracy and access to data	Improving operational efficiency and integration
Top Long-Term Strategy for Achieving Goals	Optimizing product pricing	Improving operational efficiency and integration

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.