


Brewing Success: Alcoholic Beverage Industry Insights

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Fill up your glass with these key research findings for the North American alcoholic beverage market.

63%

of alcoholic beverage businesses plan to prioritize **meeting consumer demands and preferences** over the next year



Improving brand reputation was the top motivation for sustainability for alcoholic beverage organizations



Alcoholic beverage manufacturers prioritize **upgrading legacy systems** over other technology investments

71%

of alcoholic beverage companies have or plan to implement **product lifecycle management (PLM)** software

88%

of alcoholic beverage operations **automate analysis and management of profit margins**



Alcoholic beverage businesses named **material shortages** as their top concern

Want to Learn More?

Discover how your business can **excel in end-to-end logistics with industry-tailored technology.**

Explore our **practical guide for building a business case** for food and beverage manufacturing software.

Read up on the **latest beverage industry trends** to keep your brand relevant.

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