

# SECTOR REPORT:

# ALCOHOLIC: BEVERAGES

## EXECUTIVE SUMMARY

You have downloaded a summary of Sportcal Sponsorship's Sector Report on Alcoholic Beverages, including the full table of contents. Find out more by contacting our Client Services team on +44 (0) 20 8944 8786 or [clientservices@sportcal.com](mailto:clientservices@sportcal.com)



Alcohol and sport have long-been natural partners in sponsorship, with some of the world's largest deals belonging to the sector. In its latest report, Sportcal analyses the activity of 30 of the biggest alcoholic beverage brands to track the latest trends and forecast where this may lead to in future.

With most sporting properties having an existing deal in place with beverage brands, either as official sponsors or simple supplier deals, the sector has provided sporting organisations with a strong source of revenue, while beverage brands have long had access to an audience receptive to their message. However, with the growing commercialisation of sport at odds with ever-increasing public health concerns, are the days of alcohol brands associating with sporting events coming to a close? Sportcal Sponsorship explores the key trends, major players and the future of the sector in the latest Sportcal Sponsorship Sector Report.



- **PAGE 3: FEATURED BRANDS**
- **PAGE 5: EXECUTIVE SUMMARY**
- **PAGE 7: INDUSTRY OVERVIEW**
- **PAGE 8: WHICH ARE THE BIG BRANDS – NUMBER OF DEALS**
- **PAGE 9: WHICH ARE THE BIG BRANDS - SPEND**
- **PAGE 11: WHERE IN THE WORLD**
- **PAGE 12: NATIONS**
- **PAGE 13: WHICH SPORTS**
- **PAGE 14: WHAT PROPERTIES**
- **PAGE 15: LONG-STANDING PARTNERSHIPS**
- **PAGE 17: CASE STUDIES**
- **PAGE 24: FUTURE TRENDS – INDUSTRY OVERVIEW**
- **PAGE 27: BRAND PROFILES**

- **Brand profiles from 10 of the leading sponsors** in the alcoholic beverages sector analysed in detail
- Deal analysis covering **30 alcoholic beverage brands** to understand the latest sector trends
- Sponsorship spend highlighted for each brand with **key deals and contacts highlighted**
- **In-depth case studies** featured exploring key activations and market strategy

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