


# Brewing Success: Alcoholic Beverage Industry Insights

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**Fill up your glass** with these key research findings for the European alcoholic beverage market.

# 57%

of alcoholic beverage businesses have or are planning to **move their ERP system to the cloud**

**Brand differentiation** was the top motivation sustainability for alcoholic beverage organisations



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

# 76%

of alcoholic beverage companies have or plan to implement **customer relationship management (CRM)** software

# 71%

of alcoholic beverage operations **automate production, material tracking and compliance checks**

Alcoholic beverage businesses named **higher operating costs** 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.