

RISK
BEYOND
2023

ERMA
INTERNATIONAL
CONFERENCE
ON ERM

7-8th
Dec
2023



INTO THE UNKNOWN:
CHARTING THE FUTURE AGENDA

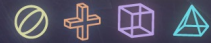


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A Peek Into The Future Alcoholic Beverage Industry



Nyoman Mahardika
CEO, Pryncton Co. Ltd.
www.pryncton.com



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www.erm-academy.org

riskbeyond.com

Balinese Family

*)

Wayan/putu

Made



First
child



Second
child

THE
END

*) In 1970, government launched
2-child family planning program
Keluarga Berencana (KB)

About Me

Balinese...Lost in Bangkok
(...still lost!)

2020 – Now: CEO, Pryncton Ltd.: Wellness, Energy, Distribution
& Hospitality (Thailand, Indonesia, USA, Canada)

2016 – 2020: Global SVP, Suntory Japan (Thailand, Japan)

1996 – 2016: Director, Mead Johnson Nutrition (USA, Canada,
Netherland, Thailand, Indonesia, Philippines)

YOUR GATEWAY TO THE WEALTH OF WELLNESS



Flight Booking & Pre-departure Arrangement

Pre-booking with preferred scheduled flights or chartered medical flights. Pre-departure visa arrangement



Best in Class Accommodation for Accompanying Family

Accommodation near hospitals for easy commute, including daily transport to and from hotels to hospitals



Specialized Individual & Family Medical Services

Appointments and accommodation with specialized HCPs at one or more of the best medical facilities and hospitals in Asia



Various Activities for Accompanying Family

Various activities such as shopping, sight seeing, dining at Thailand best restaurants and other on demand customized activities



VIP Services and Customized Services

Immigration VIP Fast Track, Hassle Free Arrival, VIP Airport Hotel Transport, Special Transport Arrangement, Personalized Butler Services

Medical Check up, Plastic Surgery, Anti Aging Treatment, Chemotherapy, Other Specialized Medical & Wellness Needs

 www.prynceton.com

 info@prynceton.com

THE
WORLD'S
BEST
HOSPITALS

2023



★★★★★
WORLD'S
BEST
HOSPITALS
2023

Newsweek

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statista

Why Thailand? Simply the BEST

CNN Travel's list of
'50 of the best street foods in Asia'



Sai Krakra

Khao Soi

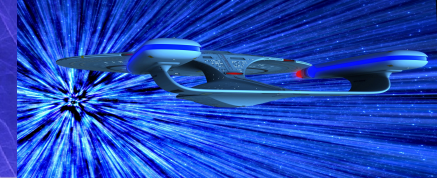
Crab Cakes



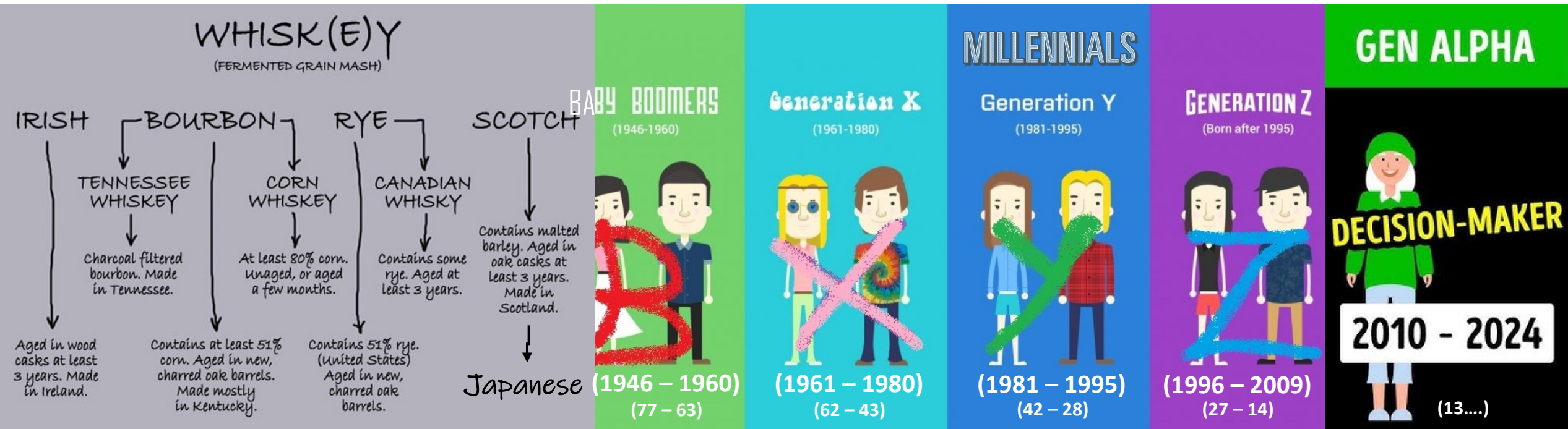
Let's focus on
the Alcoholic
Beverages
Industry

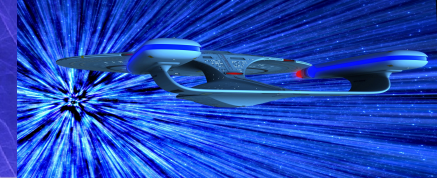


ALCOHOL
because
no good story
starts with
SALAD



Glossary





Technology in The Alcoholic Business is Not Taboo Anymore



Technology has long been viewed as a “taboo” in the alcoholic industry, in particular wine and spirit

The narrative of most large brands revolves around generations of traditional practices

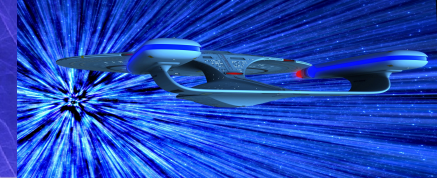
The 800-pound gorillas' business have been historically cautious about new technology encroaching on their territory...but that is changing



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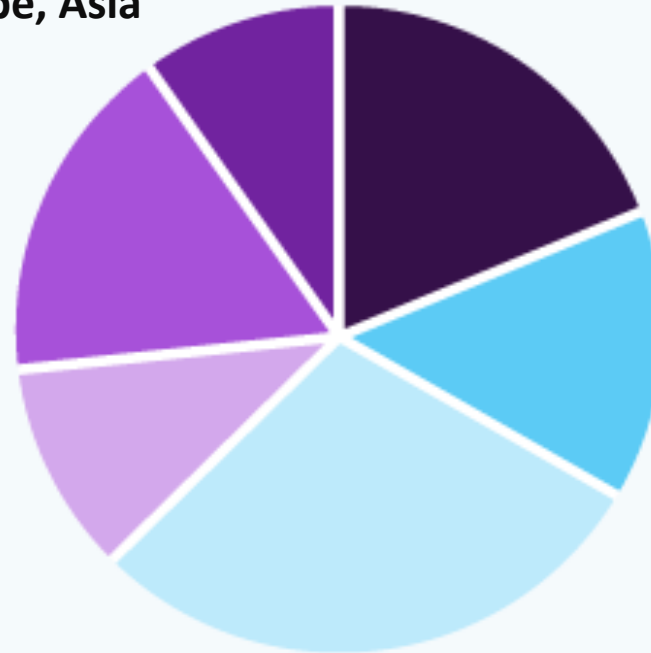


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Global Alcoholic Drinks Market

70% of Global Consumption
are in USA, Europe, Asia



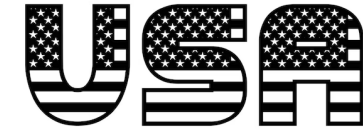
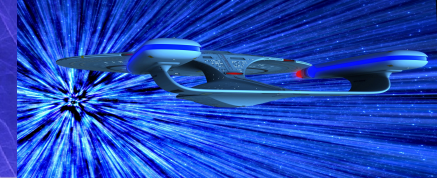
● Pub, Bars & Restaurants ● Internet Retailing ● Liquor Stores
● Grocery Shops ● Supermarkets ● Others

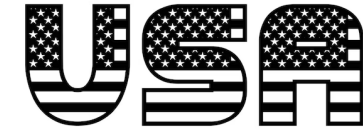
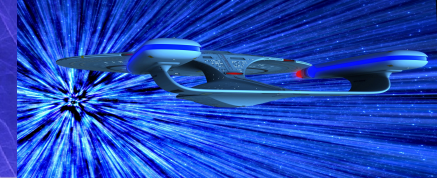


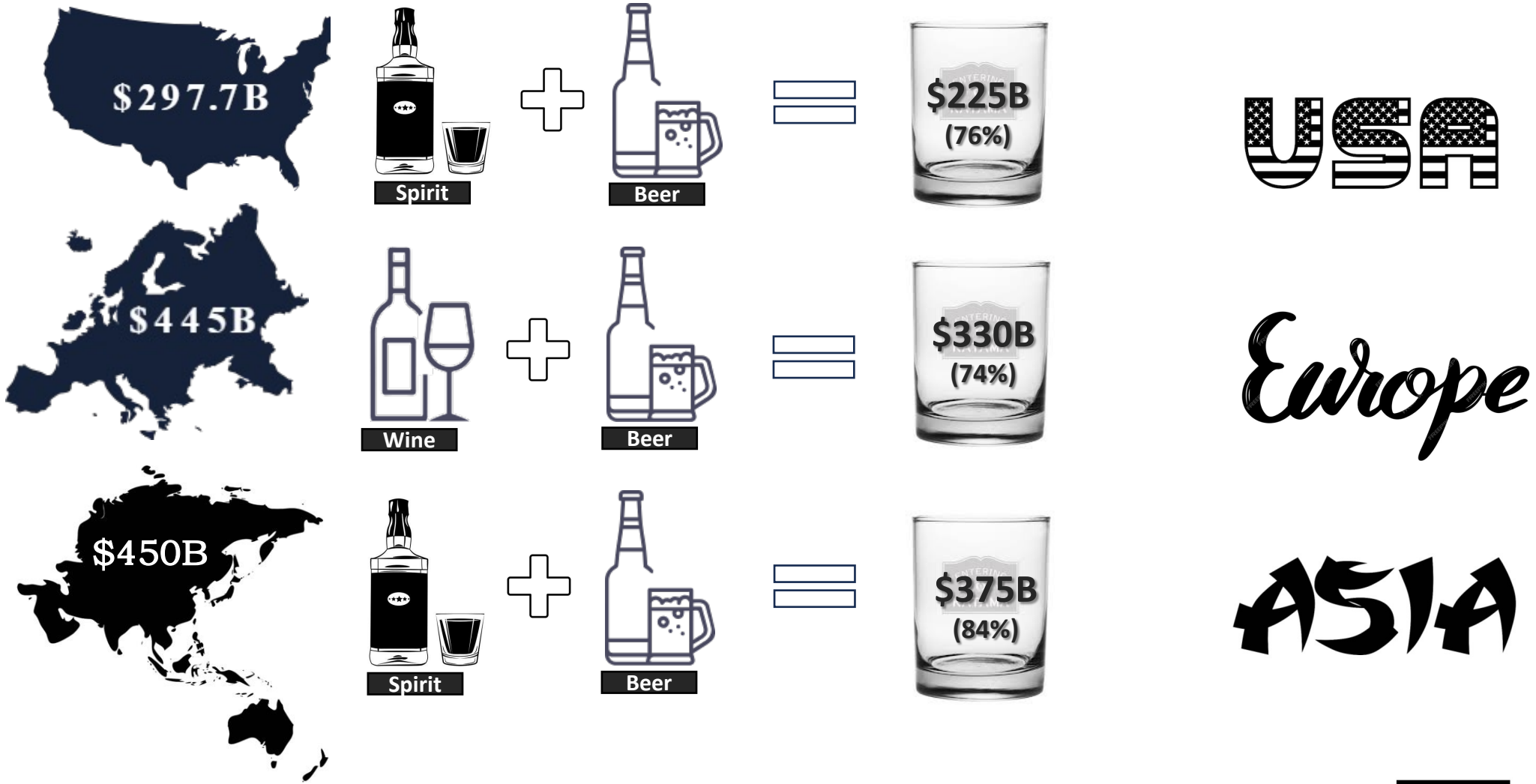
\$1.7T

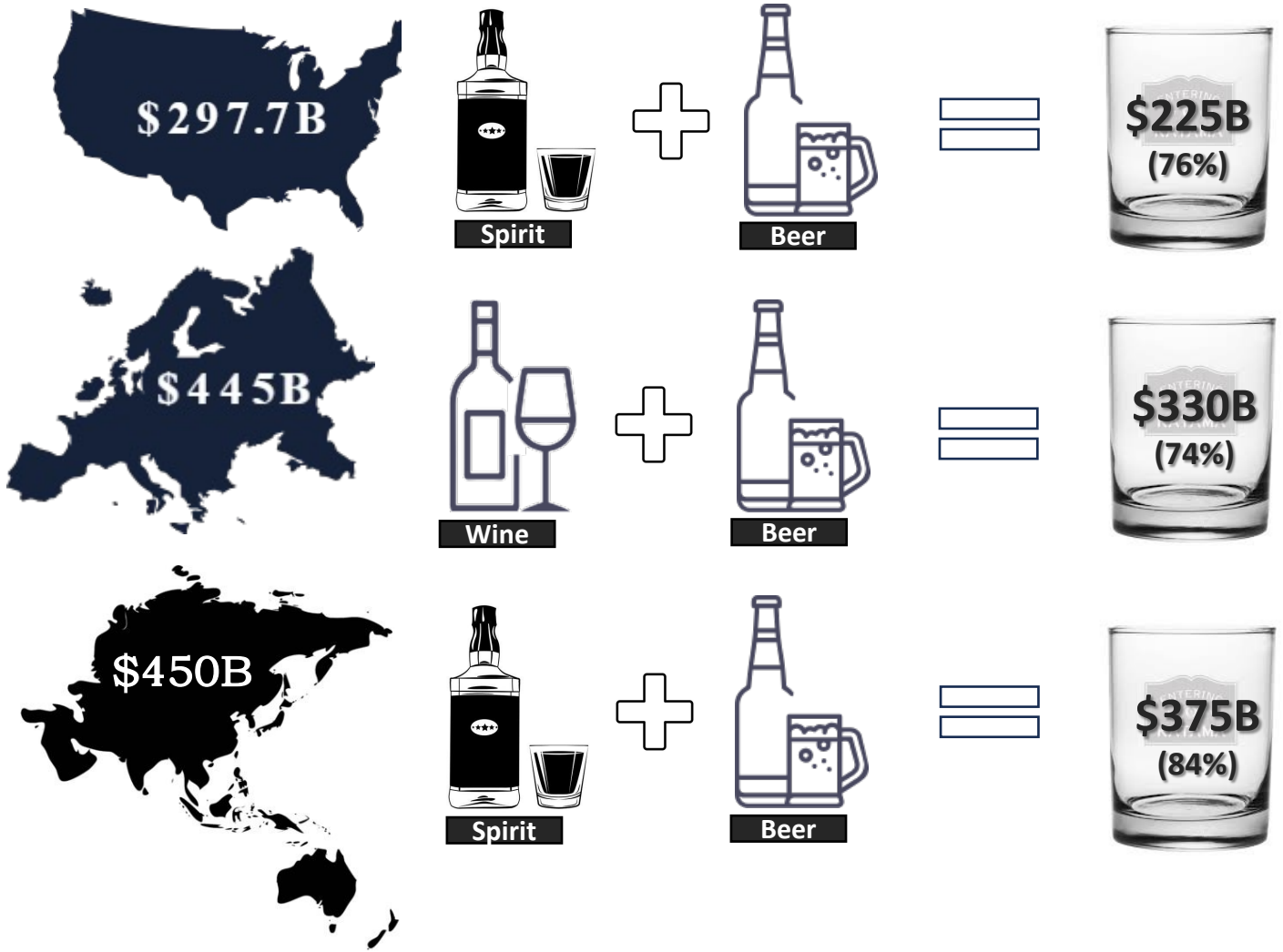
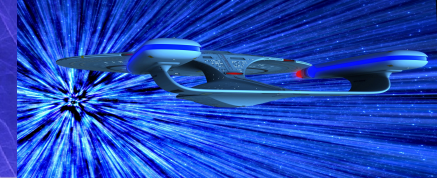
Global Market Size, 2023

Source:
www.grandviewresearch.com









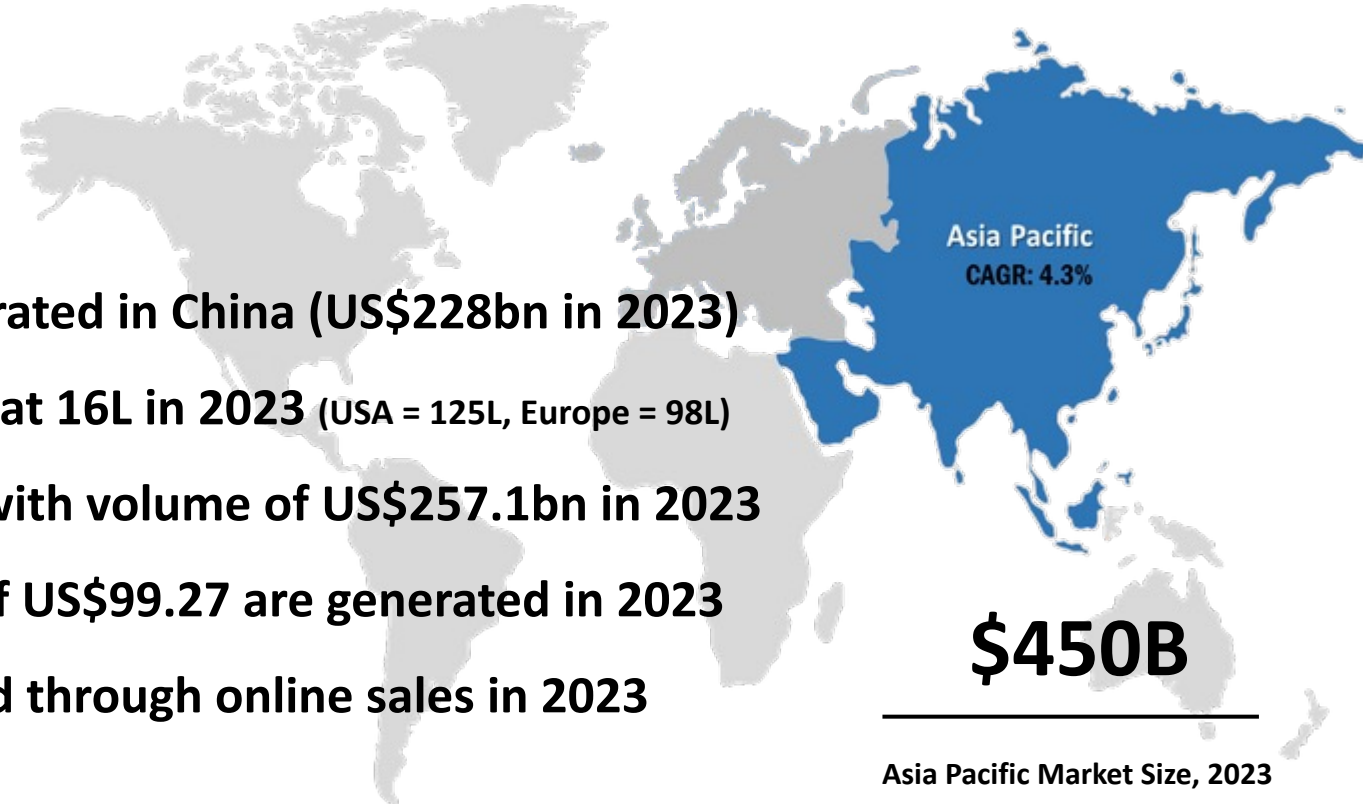
Do Asian drink more than American & European?



Alcoholic Drinks Market

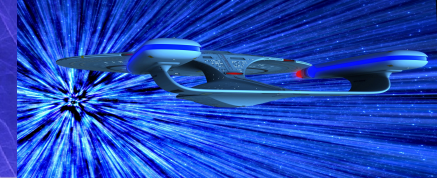
Asia Pacific

- In global comparison, most revenue is generated in China (US\$228bn in 2023)
- The average volume per person is expected at 16L in 2023 (USA = 125L, Europe = 98L)
- The market's largest segment is the Spirits with volume of US\$257.1bn in 2023
- In relation to total population, per person of US\$99.27 are generated in 2023
- Only 2.1% of total revenue will be generated through online sales in 2023



A Peek into the Future



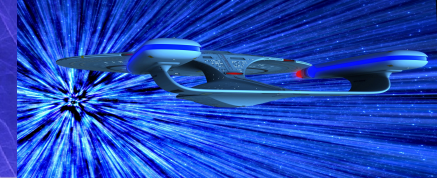


A Peek into the Future

1 Premiumization: Premium spirits will increase their share of the global market

- Consumer are willing to spend more on higher quality products across all alcoholic categories
- Younger consumers are drawn toward the rich heritage of the spirit production
- On-premise consumption on premium cocktails continue to gain momentum on younger consumers
- Trend toward premiumization is also expected on the sparkling wine category





A Peek into the Future

2 Low Alcohol Category Will be Buoyed by Gen Z and Y

- Gen Z has been given the unique distinction of being ‘the least alcohol-consuming generation in history
- This generation is leading towards moderation as part of a broad-based interest in health and wellness
- Manufacturers are taking heed, as the race to introduce new, lower alcohol content products is heating up.

Sales increase
from 2021 to
2022



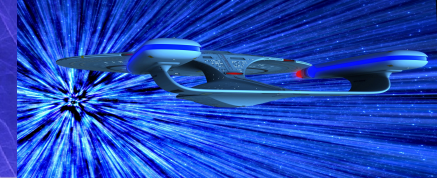
20.1%

alcoholic
alternatives



6%

low and no-alcohol
offerings



A Peek into the Future

3 Stronger Preference Toward Eco Friendly Products

- Significant amount of water, grain and energy are needed to produce alcoholic beverages
- Consumers are seeking out brands that are working to reduce their overall carbon footprint
- 48% of consumers will consider company sustainability initiatives before purchasing their alcohol products
- 73% Gen Z saying they are willing to spend more for a sustainable products
- Manufacturers are increasing their effort to reduce their energy consumption and to recycle waste created from their products



U.S. alcohol drinkers consider a company's sustainability or environmental initiatives

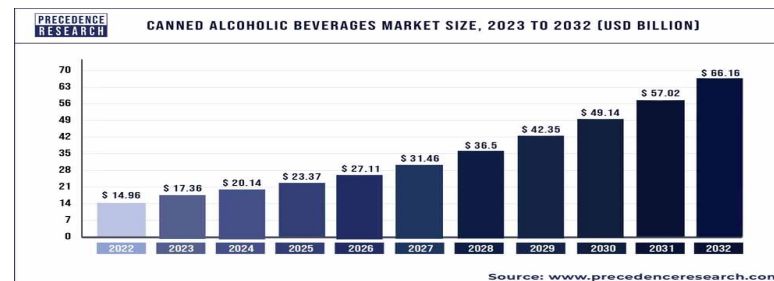


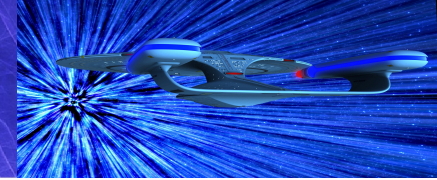
of Gen Z are willing to spend more for a sustainable product

A Peek into the Future

4 Ready-To-Drink (RTD) Alcoholic Beverages Continue Their Strong Growth

- More and more discovered the convenience and appeal of RTDs during pandemic lockdown (e.g.: RTD Whiskey Highball)
- Growth in the RTD has permanently change how and where retailer stock their products
- The growing trend is attracting investment from traditional non-alcohol brand as well
- Companies will expand market share with alcoholic & non-alcoholic under 1 marketing roof
- With arowina economic concern, this category is set to see even further growth





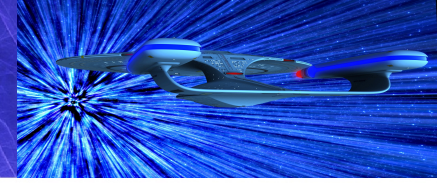
A Peek into the Future

5 E-Commerce Sales Will Moderate, But On-Demand is Expected to Surge

- Over the past years, at-home alcoholic beverage consumption has skyrocketed
- Over the coming years, growth rate for alcohol e-commerce channel are set to moderate
- Overall, the trajectory remain upward with on demand gaining ground in US, Europe & Asia
- Brands are mining this platform, for valuable data insight into their target consumers

Alcohol
e-commerce sales
growth

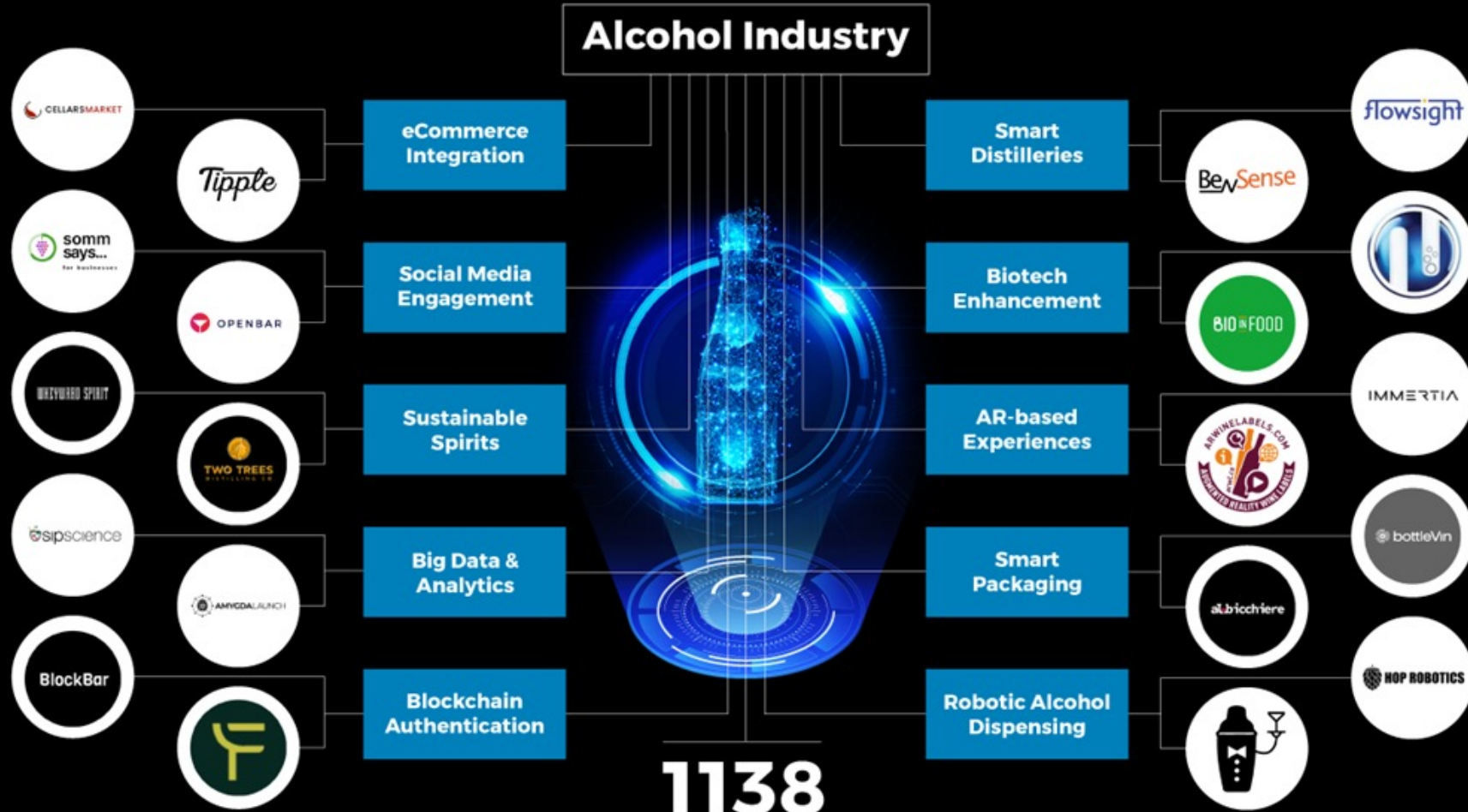




A Peek into the Future – Summary

- 1 Premiumization: Premium spirits will increase their share of the global market
- 2 Low Alcohol Category Will be Buoyed by Gen Z and Y
- 3 Stronger Preference Toward Eco Friendly Products
- 4 Ready-To-Drink (RTD) Alcoholic Beverages Continue Their Strong Growth
- 5 E-Commerce Sales Will Moderate, But On-Demand is Expected to Surge

Top 10 Alcohol Industry Trends in 2023



ALCOHOL

QUIZ 1

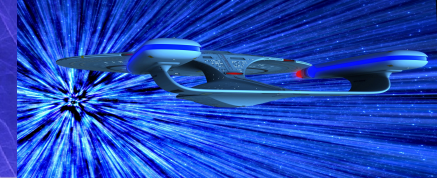


What are the Top 2 alcoholic beverages in Asia?

QUIZ 2



Which 'Gen', known being the least alcohol-consuming in history



Drink Responsibly

If you drink too much...

Your eyesight **blur!**

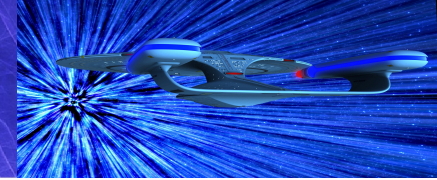
You will **hallucinate!**

You will **sing!**

You will **dance!**

You will see a **tiger dancing!**





Drink Responsibly

If you drink too much...

Your eyesight blur!

You will hallucinate!

You will sing!

You will dance!

You will see a **tiger dancing!**



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