

Asia Pacific Flavored Alcohol Market Size study, by Type (Whiskey, Rum, Vodka, Tequila, Gin, Others), by Flavor (Herbs & Spices, Fruits, Nuts & Seeds, Others), By Distribution Channel (Supermarket/Hypermarket, Specialty Retailers, Convenience Stores, E-Commerce, Others) and Country Forecasts 2022-2032

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Abstracts

Asia Pacific Flavored Alcohol Market is valued approximately at USD 6.10 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 17.02% over the forecast period 2024-2032. Flavored alcohol represents a rapidly growing segment within the beverage industry, offering a diverse selection of infused spirits with flavors ranging from fruits to spices. This category has garnered significant popularity among consumers seeking innovative and adventurous drinking experiences. With its broad range of options and versatility in cocktails, flavored alcohol continues to attract consumers, creating opportunities for both manufacturers and consumers. Additionally, the growing prevalence of Western drinking cultures, particularly the cocktail culture, has influenced the demand for Flavored Alcoholic Drinks in the Asia-Pacific region. This rising number of bars, restaurants, and nightlife establishments offering a wide variety of alcoholic beverages, including Flavored Alcoholic Drinks, which is a key trend for the regional market growth

Changing demographics and rising incomes in Asia-Pacific region leads to increased expenditure on premium beverages such as Flavored Alcohols. Growing urbanization and an expanding middle class contribute to heightened demand. Evolving preferences, particularly among younger demographics, favor unique flavor profiles, driving the popularity of Flavored Alcohols in the region. Consumers prioritize the sensory experience offered by flavored options, encouraging market expansion through

innovative approaches by producers. Nonetheless, stringent government regulations aimed at curbing underage drinking, combined with high taxation and the elevated costs of premium or super-premium flavored alcoholic beverages, alongside bans on alcohol sales in certain regions and the ascent of non-alcoholic alternatives, may hinder the growth of the Asia-Pacific Flavored Alcohol market between 2022 and 2032.

The key countries considered for the Asia Pacific Flavored Alcohol market study includes China, India, Japan, South Korea, Australia, and Rest of Asia Pacific. In 2023, China was the largest regional market in terms of revenue. The burgeoning nightlife scene in urban centers, a rising trend of Chinese consumers gifting alcohol to acquaintances, and an increasing openness to experimenting with new alcohol varieties are all contributing factors to the growth of the alcoholic beverages market in China. Moreover, escalating income levels and enhancements in distribution networks and infrastructure have heightened accessibility to alcoholic beverages in urban areas, consequently driving demand for imported alcoholic products. Notably, Baijiu, China's indigenous spirit, is experiencing substantial demand. Whereas, India is likely to grow at the fastest CAGR over the forecast period of 2024-2032.

Major market player included in this report are:

Asahi Group Holdings, Ltd.

Bacardi Limited

Suntory Holdings Limited

Company 4

Company 5

Company 6

Company 7

Company 8

Company 9

Company 10

The detailed segments and sub-segment of the market are explained below:

By Type

Whiskey

Rum

Vodka

Tequila

Gin

Others

By Flavor

Herbs & Spices

Fruits

Nuts & Seeds

Others

By Distribution Channel

Supermarket/Hypermarket

Specialty Retailers

Convenience Stores

E-Commerce

Others

By Region:

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and country level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market

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