

Europe 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

Europe Flavored Alcohol Market is valued approximately at USD 7.69 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 15.24% over the forecast period 2024-2032. Flavored alcohol is an expanding sector in the beverage industry, offering a rich assortment of infused spirits with flavors ranging from fruits to spices. This category has become popular among consumers seeking innovative and adventurous drinking experiences. Its extensive range of choices and adaptability in cocktails make flavored alcohol a captivating option in the market, providing opportunities for both manufacturers and consumers. The Europe Flavored Alcohol Market is poised for rapid growth over the forecast period, driven by significant investments from market players in social media marketing and promotional initiatives is a key trend for the EU Flavored Alcohol Market.

Consumers in the region exhibit a preference for unique and high-quality flavored alcoholic beverages, driving demand for premium offerings. Moreover, the increasing popularity of specialty beer, particularly among younger demographics, contributes to the growth of the Europe Flavored Alcohol market. Additionally, European consumers value the sensory experience provided by flavored options, stimulating market expansion as producers innovate to capture consumer interest. However, stringent government regulations aimed at curbing underage drinking, combined with high taxation and the elevated costs of premium or super-premium flavored alcoholic

beverages, as well as bans on alcohol sales in certain regions, along with the rise of non-alcoholic beverages, may hinder the growth of the Europe Flavored Alcohol market throughout the forecast period 2022-2032.

The key countries considered for the Europe Flavored Alcohol market study includes UK, Germany, France, Italy, Spain, and Rest of Europe. In 2023, Germany was the largest market in terms of revenue. The alcoholic beverage market in Germany is influenced by prolonged hot summers and numerous new product launches in trending categories. These elements have resulted in an increased demand for refreshing beverages, including alcoholic options such as sparkling wines, martinis, and similar drinks. Moreover, Processes such as new product developments, partnerships, mergers, and acquisitions among key players are essential for driving revenue growth within the Europe Flavored Alcohol market.

Major market player included in this report are:

Davide Campari-Milano N.V.

Diageo PLC

Halewood International Limited

Castel Group

Anheuser-Busch InBev SA/NV

The Brown-Forman Corporation

PernodRicard SA

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:
Europe
UK
Germany
France
Spain
Italy
ROE

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.

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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