

Global Canned Alcoholic Beverages Market Size study, by Product (Wine, RTD Cocktails and Hard Seltzers), by Distribution Channel (On-Trade, Liquor Stores, Online and Others), and Regional Forecasts 2021-2027

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Abstracts

Global Canned Alcoholic Beverages Market is valued approximately at USD 4.9 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 13.30% over the forecast period 2021-2027. Popularity for canned alcoholic beverages is increasing as a portable, convenient and travel friendly drink. Growing popularity among youth, rising demand of ready-to-eat food and beverages and new product launches are driving the market growth. For instance, in June 2021, Bacardi Limited, added three new flavors to its ready-to-drink cocktails. Bahama Mama, Mojito and Sunset punch are the three canned alcoholic beverages with different flavors launched by Bacardi. Furthermore, growing preference for products with natural ingredients and eco-friendly packing formats are expected to fuel demand for these beverages in near future. In July 2020, Diageo created 100% plastic free paper-based spirit bottles, which is made entirely from sustainably sourced wood. However, health problems on excess consumption of these drinks may hinder the growth in coming years.

North America is the leading region in terms of revenue among Asia Pacific, North America, Europe, Latin America, and Rest of the World, owing to rising availability of alcoholic beverages and growing per capita expenditure on alcohol. Whereas, Asia Pacific is expected to grow with the highest growth rate during forecast period, due to growing presence of young consumers and rising disposable income.

Major market player included in this report are:

Bacardi Limited

Diageo plc
Brown-Forman Corporation
Anheuser-Busch InBev
Treasury Wine Estates (TWE)
Union Wine Company
E. & J. Gallo Winery
Asahi Group Holdings, Ltd.
Pernod Ricard
Integrated Beverage Group LLC

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product:

Wine
RTD Cocktails
Hard Seltzers

By Distribution Channel:

On-Trade
Liquor Stores
Online
Others

By Region:

North America
U.S.
Canada
Europe
UK
Germany
France

Spain
Italy
ROE

Asia Pacific
China
India
Japan
Australia
South Korea
RoAPAC
Latin America
Brazil
Mexico
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019
Base year – 2020
Forecast period – 2021 to 2027.

Target Audience of the Global Canned Alcoholic Beverages Market in Market Study:

Key Consulting Companies & Advisors
Large, medium-sized, and small enterprises
Venture capitalists
Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

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