

Global 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 Regional Forecasts 2022-2032

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Abstracts

Global Flavored Alcohol Market is valued at approximately USD 26.52 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 15.69% over the forecast period 2024-2032. The flavored alcohol market is growing rapidly in the beverage industry, providing a broad range of infused spirits with flavors spanning from fruits to spices. This category has become a hit among consumers inclined for innovative and adventurous drinking experiences. With its extensive variety and adaptability in cocktails, flavored alcohol remains highly appealing in the market, opening up opportunities for both manufacturers and consumers. In the past decade, flavored alcoholic beverages have emerged as leading export commodities in both developed and developing nations. Despite increasing health consciousness, consumer preferences exhibit continual subtle shifts and evolution. To maintain a competitive edge in the Global Flavored Alcohol Market, manufacturers must remain abreast of emerging trends and adapt their offerings accordingly.

Changing consumer preferences significantly drives the growth of the Global Flavored Alcohol market. Particularly, modern consumers, notably millennials and Generation Z, seek unique beverage experiences, favoring novelty over traditional options. Flavored alcoholic drinks cater to these preferences by offering a diverse array of flavors, including fruity, spicy, herbal, and unconventional combinations. Consumers value the sensory experience, including textures and scents, provided by flavored options,

propelling market expansion as producers innovate to capture consumer interest. However, Nevertheless, stringent government regulations aimed at curbing underage drinking, coupled with high taxation and the elevated costs of premium or super-premium flavored alcoholic beverages, along with bans on alcohol sales in certain regions, alongside the rise of non-alcoholic beverages, may impede the growth of the Global Flavored Alcohol market throughout the forecast period spanning 2022-2032.

The key regions considered for the global Flavored Alcohol market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. In 2023, Europe was the largest regional market in terms of revenue. The region's leadership is propelled by a growing contingent of millennials who exhibit a keen interest in craft beers, drawn to their fresh and innovative flavors, and enticed by the inviting atmosphere of microbreweries and brewpubs. Additionally, the rising popularity of specialty beer, particularly craft beer, further fuels demand. The European Union Beer data underscores this trend, with 9,500 operational breweries in 2020, a notable increase from the previous year. The influx of approximately 6,000 new breweries in 2021 underscores the sector's dynamism. To capitalize on this trend, key industry players such as Anheuser-Busch InBev are recalibrating their strategies, positioning craft beers as pivotal elements of their growth agendas. Whereas, Asia Pacific is estimated to grow at the fastest CAGR over the forecast period of 2024-2032.

Major market player included in this report are:

Daive Campari-Milano N.V.
Diageo PLC
Halewood International Limited
Asahi Group Holdings, Ltd.
Accolade Wines
Bacardi Limited
Mike's Hard Lemonade Co.
Castel Group
Suntory Holdings Limited
Anheuser-Busch InBev SA/NV
The Brown-Forman Corporation

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:
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
Middle East & Africa

Saudi Arabia
South Africa
RoMEA

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 regional 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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