

# **Global Ginger Ale Market Size study & Forecast, by Type (Golden Ginger Ale and Dry Ginger Ale) and Distribution Channel (Convenience Stores, Supermarkets/ Hypermarkets, Specialist Stores, and Others) and Regional Analysis, 2022-2029**

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## **Abstracts**

Global Ginger Ale Market is valued approximately USD XX billion in 2021 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2022-2029. Ginger Ale is a carbonated, non-alcoholic drink made with ginger. It is widely consumed as sole drink as well as mixed with other spirit-based drinks. Ginger Ale considered high in antioxidant and anti-inflammatory properties which promotes nausea, relieve morning sickness, and it is also effective in managing rheumatoid arthritis. The increasing consumption of carbonated soft drink worldwide and growing preference towards low-calorie soft drinks as well as strategic initiatives from leading market players are key factors accelerating the market growth.

According to Statista – as of 2022, the revenue in the global Carbonated Soft Drinks segment estimated at USD 333.30 billion, and the market is projected to grow annually by 6.26% between 2022 and 2026 to reach to USD 424.93 billion by 2026. Also, increasing introduction of new flavored drinks and growing penetration of convenience stores would create lucrative growth prospectus for the market over the forecast period. However, availability of substitute drinks impedes the market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Ginger Ale Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America is the leading region in terms of market share owing to presence of leading market players as well as growing consumption oof carbonated soft drinks in the region. Whereas Asia

Pacific is expected to grow significantly during the forecast period, owing to factors such as rising penetration of supermarkets & convenience stores as well as growing number of health-conscious individuals in the region.

Major market player included in this report are:

Dr Pepper Snapple Group

Bruce Cost Ginger Ale

Hansen Beverage

Zevia

Blenheim Bottling Company

Polar Beverages

Honest Tea

Seagram

Buffalo Rock Company,

Boylan Bottling Co.

Recent Developments in the Market:

In March 2019, New York based Fever-Tree, a leader in premium mixers, launched Smoky Ginger Ale, Spiced Orange Ginger Ale and a Refreshingly Light version of its Premium Ginger Ale in the North American Market.

In April 2020, Reed's Inc. launched new natural ginger ale named Real Ginger Ale. This new drink would be available in two flavors named Original and Zero Sugar Original.

Global Ginger Ale Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered Type, Distribution Channel, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope\*

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 years. The report is designed to

incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential 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 Type

Golden Ginger Ale

Dry Ginger Ale

By Distribution Channel

Convenience Stores

Supermarkets/ Hypermarkets

Specialist Stores

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

## Contents

### CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2019-2029 (USD Billion)
  - 1.2.1. Ginger Ale Market, by Region, 2019-2029 (USD Billion)
  - 1.2.2. Ginger Ale Market, by Type, 2019-2029 (USD Billion)
  - 1.2.3. Ginger Ale Market, by Distribution Channel, 2019-2029 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

### CHAPTER 2. GLOBAL GINGER ALE MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
  - 2.2.1. Scope of the Study
  - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

### CHAPTER 3. GLOBAL GINGER ALE MARKET DYNAMICS

- 3.1. Ginger Ale Market Impact Analysis (2019-2029)
  - 3.1.1. Market Drivers
    - 3.1.1.1. Increasing consumption of carbonated soft drink worldwide.
    - 3.1.1.2. Growing preference towards low-calorie soft drinks.
    - 3.1.1.3. Strategic initiatives from leading market players.
  - 3.1.2. Market Challenges
    - 3.1.2.1. Availability of substitutes drinks.
  - 3.1.3. Market Opportunities
    - 3.1.3.1. Increasing introduction of new flavoured drinks.
    - 3.1.3.2. Growing penetration of convenience stores.

### CHAPTER 4. GLOBAL GINGER ALE MARKET INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model
  - 4.1.1. Bargaining Power of Suppliers

- 4.1.2. Bargaining Power of Buyers
- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.2. Futuristic Approach to Porter's 5 Force Model (2019-2029)
- 4.3. PEST Analysis
  - 4.3.1. Political
  - 4.3.2. Economical
  - 4.3.3. Social
  - 4.3.4. Technological
- 4.4. Investment Adoption Model
- 4.5. Analyst Recommendation & Conclusion
- 4.6. Top investment opportunity
- 4.7. Top winning strategies

## **CHAPTER 5. RISK ASSESSMENT: COVID-19 IMPACT**

- 5.1. Assessment of the overall impact of COVID-19 on the industry
- 5.2. Pre COVID-19 and post COVID-19 Market scenario

## **CHAPTER 6. GLOBAL GINGER ALE MARKET, BY TYPE**

- 6.1. Market Snapshot
- 6.2. Global Ginger Ale Market by Type, Performance - Potential Analysis
- 6.3. Global Ginger Ale Market Estimates & Forecasts by Type 2019-2029 (USD Billion)
- 6.4. Ginger Ale Market, Sub Segment Analysis
  - 6.4.1. Golden Ginger Ale
  - 6.4.2. Dry Ginger Ale

## **CHAPTER 7. GLOBAL GINGER ALE MARKET, BY DISTRIBUTION CHANNEL**

- 7.1. Market Snapshot
- 7.2. Global Ginger Ale Market by Distribution Channel, Performance - Potential Analysis
- 7.3. Global Ginger Ale Market Estimates & Forecasts by Distribution Channel 2019-2029 (USD Billion)
- 7.4. Ginger Ale Market, Sub Segment Analysis
  - 7.4.1. Convenience Stores
  - 7.4.2. Supermarkets/ Hypermarkets
  - 7.4.3. Specialist Stores

#### 7.4.4. Others

## **CHAPTER 8. GLOBAL GINGER ALE MARKET, REGIONAL ANALYSIS**

### 8.1. Ginger Ale Market, Regional Market Snapshot

### 8.2. North America Ginger Ale Market

#### 8.2.1. U.S. Ginger Ale Market

##### 8.2.1.1. Type breakdown estimates & forecasts, 2019-2029

##### 8.2.1.2. Distribution Channel breakdown estimates & forecasts, 2019-2029

#### 8.2.2. Canada Ginger Ale Market

### 8.3. Europe Ginger Ale Market Snapshot

#### 8.3.1. U.K. Ginger Ale Market

#### 8.3.2. Germany Ginger Ale Market

#### 8.3.3. France Ginger Ale Market

#### 8.3.4. Spain Ginger Ale Market

#### 8.3.5. Italy Ginger Ale Market

#### 8.3.6. Rest of Europe Ginger Ale Market

### 8.4. Asia-Pacific Ginger Ale Market Snapshot

#### 8.4.1. China Ginger Ale Market

#### 8.4.2. India Ginger Ale Market

#### 8.4.3. Japan Ginger Ale Market

#### 8.4.4. Australia Ginger Ale Market

#### 8.4.5. South Korea Ginger Ale Market

#### 8.4.6. Rest of Asia Pacific Ginger Ale Market

### 8.5. Latin America Ginger Ale Market Snapshot

#### 8.5.1. Brazil Ginger Ale Market

#### 8.5.2. Mexico Ginger Ale Market

### 8.6. Rest of The World Ginger Ale Market

## **CHAPTER 9. COMPETITIVE INTELLIGENCE**

### 9.1. Top Market Strategies

### 9.2. Company Profiles

#### 9.2.1. Dr Pepper Snapple Group

##### 9.2.1.1. Key Information

##### 9.2.1.2. Overview

##### 9.2.1.3. Financial (Subject to Data Availability)

##### 9.2.1.4. Product Summary

##### 9.2.1.5. Recent Developments

- 9.2.2. Bruce Cost Ginger Ale
- 9.2.3. Hansen Beverage
- 9.2.4. Zevia
- 9.2.5. Blenheim Bottling Company
- 9.2.6. Polar Beverages
- 9.2.7. Honest Tea
- 9.2.8. Seagram
- 9.2.9. Buffalo Rock Company
- 9.2.10. Boylan Bottling Co.

## **CHAPTER 10. RESEARCH PROCESS**

- 10.1. Research Process
  - 10.1.1. Data Mining
  - 10.1.2. Analysis
  - 10.1.3. Market Estimation
  - 10.1.4. Validation
  - 10.1.5. Publishing
- 10.2. Research Attributes
- 10.3. Research Assumption

## List Of Tables

### LIST OF TABLES

TABLE 1. Global Ginger Ale Market, report scope

TABLE 2. Global Ginger Ale Market estimates & forecasts by Region 2019-2029 (USD Billion)

TABLE 3. Global Ginger Ale Market estimates & forecasts by Type 2019-2029 (USD Billion)

TABLE 4. Global Ginger Ale Market estimates & forecasts by Distribution Channel 2019-2029 (USD Billion)

TABLE 5. Global Ginger Ale Market by segment, estimates & forecasts, 2019-2029 (USD Billion)

TABLE 6. Global Ginger Ale Market by region, estimates & forecasts, 2019-2029 (USD Billion)

TABLE 7. Global Ginger Ale Market by segment, estimates & forecasts, 2019-2029 (USD Billion)

TABLE 8. Global Ginger Ale Market by region, estimates & forecasts, 2019-2029 (USD Billion)

TABLE 9. Global Ginger Ale Market by segment, estimates & forecasts, 2019-2029 (USD Billion)

TABLE 10. Global Ginger Ale Market by region, estimates & forecasts, 2019-2029 (USD Billion)

TABLE 11. Global Ginger Ale Market by segment, estimates & forecasts, 2019-2029 (USD Billion)

TABLE 12. Global Ginger Ale Market by region, estimates & forecasts, 2019-2029 (USD Billion)

TABLE 13. Global Ginger Ale Market by segment, estimates & forecasts, 2019-2029 (USD Billion)

TABLE 14. Global Ginger Ale Market by region, estimates & forecasts, 2019-2029 (USD Billion)

TABLE 15. U.S. Ginger Ale Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 16. U.S. Ginger Ale Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 17. U.S. Ginger Ale Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 18. Canada Ginger Ale Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 19. Canada Ginger Ale Market estimates & forecasts by segment 2019-2029 (USD Billion)



TABLE 20. Canada Ginger Ale Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 21. UK Ginger Ale Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 22. UK Ginger Ale Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 23. UK Ginger Ale Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 24. Germany Ginger Ale Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 25. Germany Ginger Ale Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 26. Germany Ginger Ale Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 27. France Ginger Ale Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 28. France Ginger Ale Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 29. France Ginger Ale Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 30. Italy Ginger Ale Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 31. Italy Ginger Ale Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 32. Italy Ginger Ale Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 33. Spain Ginger Ale Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 34. Spain Ginger Ale Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 35. Spain Ginger Ale Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 36. RoE Ginger Ale Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 37. RoE Ginger Ale Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 38. RoE Ginger Ale Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 39. China Ginger Ale Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 40. China Ginger Ale Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 41. China Ginger Ale Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 42. India Ginger Ale Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 43. India Ginger Ale Market estimates & forecasts by segment 2019-2029 (USD Billion)

Billion)

TABLE 44. India Ginger Ale Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 45. Japan Ginger Ale Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 46. Japan Ginger Ale Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 47. Japan Ginger Ale Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 48. South Korea Ginger Ale Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 49. South Korea Ginger Ale Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 50. South Korea Ginger Ale Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 51. Australia Ginger Ale Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 52. Australia Ginger Ale Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 53. Australia Ginger Ale Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 54. RoAPAC Ginger Ale Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 55. RoAPAC Ginger Ale Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 56. RoAPAC Ginger Ale Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 57. Brazil Ginger Ale Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 58. Brazil Ginger Ale Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 59. Brazil Ginger Ale Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 60. Mexico Ginger Ale Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 61. Mexico Ginger Ale Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 62. Mexico Ginger Ale Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 63. RoLA Ginger Ale Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 64. RoLA Ginger Ale Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 65. RoLA Ginger Ale Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 66. Row Ginger Ale Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 67. Row Ginger Ale Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 68. Row Ginger Ale Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 69. List of secondary sources, used in the study of global Ginger Ale Market

TABLE 70. List of primary sources, used in the study of global Ginger Ale Market

TABLE 71. Years considered for the study

TABLE 72. Exchange rates considered

List of tables and figures and dummy in nature, final lists may vary in the final deliverable

## List Of Figures

### LIST OF FIGURES

- FIG 1. Global Ginger Ale Market, research methodology
  - FIG 2. Global Ginger Ale Market, Market estimation techniques
  - FIG 3. Global Market size estimates & forecast methods
  - FIG 4. Global Ginger Ale Market, key trends 2021
  - FIG 5. Global Ginger Ale Market, growth prospects 2022-2029
  - FIG 6. Global Ginger Ale Market, porters 5 force model
  - FIG 7. Global Ginger Ale Market, pest analysis
  - FIG 8. Global Ginger Ale Market, value chain analysis
  - FIG 9. Global Ginger Ale Market by segment, 2019 & 2029 (USD Billion)
  - FIG 10. Global Ginger Ale Market by segment, 2019 & 2029 (USD Billion)
  - FIG 11. Global Ginger Ale Market by segment, 2019 & 2029 (USD Billion)
  - FIG 12. Global Ginger Ale Market by segment, 2019 & 2029 (USD Billion)
  - FIG 13. Global Ginger Ale Market by segment, 2019 & 2029 (USD Billion)
  - FIG 14. Global Ginger Ale Market, regional snapshot 2019 & 2029
  - FIG 15. North America Ginger Ale Market 2019 & 2029 (USD Billion)
  - FIG 16. Europe Ginger Ale Market 2019 & 2029 (USD Billion)
  - FIG 17. Asia pacific Ginger Ale Market 2019 & 2029 (USD Billion)
  - FIG 18. Latin America Ginger Ale Market 2019 & 2029 (USD Billion)
  - FIG 19. Global Ginger Ale Market, company Market share analysis (2021)
- List of tables and figures and dummy in nature, final lists may vary in the final deliverable

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