

# Global Nitro-infused Beverages Market Size study, By Product Type (Nitro Coffee, Nitro Tea, Nitro Soft Drinks, Others), By Distribution Channel (Supermarket/ Hypermarkets, Convenience Store, Online, Others), and Regional Forecasts 2022-2028

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## Abstracts

Global Nitro-infused Beverages Market is valued approximately USD XX million in 2021 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2022-2028. Nitro-infused beverages are commonly related to the category of drinks infused with nitrogen gas. The nitrogen infusion process allows it to be effectively applied to several beverages, which enhance flavor, mouthfeel, and visual appeal. Also, the process of nitrogen infusion in beverages comes out solution quickly, forming smaller bubbles, and a finer foam that demonstrates a smooth, slightly thick, and velvety texture with a foam head. The foam head and silky texture are substantial features that make nitro drinks so appealing, turning into a thin beverage. As a result, nitro-infused drinks find a potent application to meet the ongoing beverage trend required to be managed by global beverage brands, local restaurants, coffee shops, bars, and pubs. Further, the surging demand for healthy and low-sugar drinks on account of the growing health concerns, along with increasing acceptance of ready-to-drink nitro-infused drinks among millennials are a few notable factors that accelerate the growth of the global nitro-infused drink market. According to the World Economic Forum, nearly 1.8 billion millennials are reported all over the world, equivalent to 23% of the global population. While, Asia holds a leading position by inhabiting a quarter of the global population of millennials. Thus, the rise in millennial population is expected to rise in demand for nitro-infused drinks due to rising inclination toward the emerging food & beverage trends. However, the lack of improved distribution channels and a side effect of a high concentration of nitrogen in beverages impede the growth of the market over the forecast period of 2022-2028. Also, the constant development of innovative and

attractive packaging of nitro-infused drinks, as well as the rise in investments in opening coffee outlets is anticipated to act as a catalyzing factor for the market demand during the forecast period.

The key regions considered for the global Nitro-infused Beverages Market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. North America is the leading region across the world in terms of market share owing to the increasing investments in premium & healthy beverage product launches and rising inclination towards the ready-to-drink beverages. Whereas, Asia-Pacific is anticipated to exhibit the highest CAGR over the forecast period 2022-2028. Factors such as the growing demand for ready-to-drink beverages, as well as increasing consumer spending on beverages, would create lucrative growth prospects for the Nitro-infused Beverages Market across the Asia-Pacific region.

Major market players included in this report are:

Rise Brewing Co.  
Starbucks Corporation  
Lucky Jack  
Califia Farms  
Caveman Coffee Co.  
Left Hand Brewing Co.  
Monster Energy Company  
PepsiCo  
Bona Fide Nitro Coffee and Tea  
Nitro Beverage Co.

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 Type

Nitro Coffee

Nitro Tea

Nitro Soft Drinks

Others

By Distribution Channel

Supermarket/ Hypermarkets

Convenience Store

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, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Nitro-infused 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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