

Global Tonic Water Market Size study & forecast, by Flavor (Plain tonic water, Flavored tonic water), by Packaging Form (Bottles, Cans), by Distribution Channel (On-trade, Off-trade, Online Retail) and Regional Analysis, 2022-2029

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Abstracts

Global Tonic Water Market is valued at approximately USD XXX billion in 2021 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2022-2029. Tonic water is a carbonated soft drink that is commonly used as a mixer in cocktails, especially in gin and tonic. It is characterized by its bitter and slightly sweet taste, and it is typically made from carbonated water, sugar, quinine, and various flavorings. Quinine is a bitter compound that is derived from the bark of the cinchona tree and is the main ingredient that gives tonic water its distinctive taste. In the past, tonic water was used as a medicine to treat malaria due to quinine's antimalarial properties. However, today's tonic water contains a much lower amount of quinine than the tonic water used for medicinal purposes. Consumers have significantly developed a taste for high end spirits and are also ready to spend on innovative products with a distinct character and heritage. As a result, there is a growing desire for mixers from luxury ranges. Since bartenders are gradually blending premium tonic water in top-tier alcohol brands, the cocktail trend's resurgence in emerging nations has been particularly beneficial to the expansion of the super-premium category. Moreover, socioeconomic factors including expanding middle-class populations, rising income levels, and fast urbanization have a favorable impact on the demand for mixers and the expansion of the alcoholic beverage industry. Also, socialization is increasing due to the rise in the number of young people worldwide. The number of pubs, bars, and breweries serving alcoholic beverages has risen extensively owing to the consumption generated by young consumers, competitive rates, and a proliferation of options. This phenomenon has increased the use of spirits, which in turn has fueled demand for

mixers and tonic water.

The rising number of pubs and bars is anticipated to create a lucrative demand for tonic water which is extensively used as mixer with alcoholic drinks. Thus, the rising number of pubs and bars is anticipated to support the market's growth during the forecast period. According to Statista, in 2017, the number of businesses in the bars and nightclub sector in the United States was 64.46 thousand and the number reached 67.54 thousand in 2021. As a result, the rising number of bars is anticipated to influence market growth. Additionally, surge in demand for diet tonic water is anticipated to create a lucrative opportunity for the market during forecast period. However, the low awareness of tonic water stifles market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Tonic Water Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America is the dominating region across the world in terms of market share, owing to the rising demand for soft drink products and socioeconomic factors, such as changing lifestyles in the region and significant urbanization have a positive impact on the growth and consumption of alcoholic drinks, and, consequently, on blenders such as tonic water. Whereas, Asia Pacific is also anticipated to exhibit the highest growth rate over the forecast period, owing to factors such as rising consumption of various types of spirits such as gin, vodka, whiskey, and rum has been gradually rising in countries like India, China, and Indonesia. The rise in the consumption of various types of alcohol is propelling the demand for tonic water in the region would create lucrative growth prospects for the Tonic Water market across Asia Pacific region.

Major market players included in this report are:

Fever-Tree (UK)

Dr Pepper Snapple Group (US)

SodaStream International Ltd. (Israel)

A.S. Watson Group (China)

Fentimans (UK)

Seagram Company Ltd. (Canada)

White Rock Beverages (US)

Hansen Beverage Company, Inc. (US)

Stirrings (US)

East Imperial (New Zealand)

Recent Developments in the Market:

In Sept. 2022, The all-natural component 'Sunset Tonic' was introduced by the

Australian beverage company Capi in collaboration with Malfy Gin. The pleasant citrus-flavored gin from Malfy Gin mixes with the tonic to produce the Malfy Sunset gin-tonic.

Global Tonic Water 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 Flavor, Packaging Form, 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 Flavor:

Plain tonic water

Flavored tonic water

By Packaging Form:

Bottles

Cans

By Distribution Channel:

On-trade

Off-trade

Online Retail

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

RoLA

Rest of the World

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