

# **Global Vodka Seltzer Market Size study & Forecast, by Type (ABV More Than 4.6%, ABV Less Than 4.6%), by Packaging (Bottles, Metal Cans), by Distribution Channel (On-trade, Off-trade) and Regional Analysis, 2022-2029**

<https://marketpublishers.com/r/GE1B0EB764DFEN.html>

Date: May 2023

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: GE1B0EB764DFEN

## **Abstracts**

Global Vodka Seltzer Market is valued at approximately USD 472 million in 2021 and is anticipated to grow with a healthy growth rate of more than 13% over the forecast period 2022-2029.

Vodka Seltzer is a drink which contains low alcohol and it contains flavored seltzer water and vodka which are packed in bottles or cans. Vodka Seltzers contain fewer calories and sugar as compared to any other alcoholic beverages, and they do have less concentration of alcohol.

The growth of the Vodka Seltzer Market is mainly driven by growing urbanization and an increase in Western culture. Urban people are usually more conscious about their health and they prefer drinks with low sugar which increases the demand for vodka seltzer. As per United Nations Conference on Trade and Development, urbanization in 2021 has increased to 56.5% from 52% in 2011. Another factor that drives the growth of the vodka seltzer market is the changing adjustments in consumer tastes and their high propensity for tasty and less alcoholic beverages. According to International Wine and Spirit Research consumer research, 58% of people select or switch between low-alcoholic and full-strength alcohol products on the same event. However, there is a lack of knowledge about the product among the population of developing countries and there has been an increase in awareness among the people to maintain healthy teeth and this is the biggest restraint for the market. As per the reports WHO, 45% of the world's population suffers from oral diseases and of which people are concerned towards their tooth safety. Huge investments done by different brewery companies at the international level for vodka seltzer production show growth opportunities for the vodka seltzer

market in future. The alcohol market is expected to grow by 5.42% annually from 2023-2027 as per the stats by Statista. Nowadays, consumers prefer ready-to-drink products because it is a sort of convenient option for them as compared to traditional ones and they don't have to mix it with other drinks, without even mixing they can enjoy the drink which acts as a big opportunity for Vodka Seltzer Market. According to a survey done by the Economic Times, 55% of people want Ready-to-Drink products because of their lower alcohol content which thus makes them the ideal drink for any event.

The key regions considered for the Global Vodka Seltzer Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America dominated the market in terms of revenue, owing to the reasons such as low alcohol content, low sugar, and low calories which is actually wanted by the health-conscious people and it attracted the young population in North America. As per the poll conducted by Nutrisystem and One Poll, they found that over 70% of the American population is health conscious after the COVID-19 pandemic. Asia Pacific is expected to grow with the highest CAGR during the forecast period, owing to the factors such as growing westernization and people here giving more preference to innovative vodka seltzers products and a lot of brands are coming into this market which will lead to the growth of Vodka Seltzers. According to research done by Mintel, around 38% of Indians prefer low-alcoholic beers. So, people want low-alcoholic drinks which will lead to an increase in the demand for Vodka Seltzers.

Major market player included in this report are:

East London Liquor Company  
Cutwater Spirits LLC  
Carlton & United Breweries  
Diageo plc.  
Southern Tier Distilling Company  
Boston Beer Co. Inc.  
Mark Anthony Brewing Inc.  
Pernod Ricard  
Molson Coors Beverage Company  
High Noon Spirits Company

Recent Developments in the Market:

In March 2023, White Claw Hard Seltzer brand launched a new line of flavored and regular vodka which is White Claw Premium Vodka. The pricing of White Claw is in line with other brands.

In February 2021, Nude Beverages introduced Nude Hard Iced Tea as an expansion in their brand and Nude Hard Iced Tea contains no sugar, and it comes in three flavors.

Global Vodka Seltzer 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, Packaging, 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:

ABV More Than 4.6%

ABV Less Than 4.6%

By Packaging:

Bottles

Metal Cans

By Distribution Channel:

On-trade

Off-trade

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

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