

# Global Ouzo Market Research Report 2025(Status and Outlook)

<https://marketpublishers.com/r/GAED9F10BF10EN.html>

Date: August 2025

Pages: 136

Price: US\$ 3,200.00 (Single User License)

ID: GAED9F10BF10EN

## Abstracts

Ouzo is a dry anise-flavoured aperitif that is widely consumed in Greece and Cyprus. It is made from rectified spirits that have undergone a process of distillation and flavoring.

This report offers a comprehensive and in-depth analysis of the global Ouzo market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Ouzo market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Ouzo market.

## Global Ouzo Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

### **Key Company**

Ouzo Barbayanni  
Plomari Isidoros Arvanitis  
Thomopoulos Distillery  
Gruppo Campari  
Pitsiladi Distillates  
Pernod Ricard  
Barbayannis Aphrodite Ouzo  
Pilavas  
Metaxa  
Boutari

### **Market Segmentation (by Type)**

Distilled  
Cooked and Distilled

### **Market Segmentation (by Application)**

Bars/Pubs  
Specialty Stores  
Online Retail  
Other

### **Geographic Segmentation**

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

### **Key Benefits of This Market Research:**

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Ouzo Market

Overview of the regional outlook of the Ouzo Market:

### **Customization of the Report**

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

### **Chapter Outline**

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Ouzo Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Ouzo, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

**Key Reasons to Buy this Report:**

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

### **Customization of the Report**

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

## Contents

### **1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE**

#### 1.1 Market Definition and Statistical Scope of Ouzo

#### 1.2 Key Market Segments

##### 1.2.1 Ouzo Segment by Type

##### 1.2.2 Ouzo Segment by Application

#### 1.3 Methodology & Sources of Information

##### 1.3.1 Research Methodology

##### 1.3.2 Research Process

##### 1.3.3 Market Breakdown and Data Triangulation

##### 1.3.4 Base Year

##### 1.3.5 Report Assumptions & Caveats

### **2 OUZO MARKET OVERVIEW**

#### 2.1 Global Market Overview

##### 2.1.1 Global Ouzo Market Size (M USD) Estimates and Forecasts (2020-2033)

##### 2.1.2 Global Ouzo Sales Estimates and Forecasts (2020-2033)

#### 2.2 Market Segment Executive Summary

#### 2.3 Global Market Size by Region

### **3 OUZO MARKET COMPETITIVE LANDSCAPE**

#### 3.1 Company Assessment Quadrant

#### 3.2 Global Ouzo Product Life Cycle

#### 3.3 Global Ouzo Sales by Manufacturers (2020-2025)

#### 3.4 Global Ouzo Revenue Market Share by Manufacturers (2020-2025)

#### 3.5 Ouzo Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

#### 3.6 Global Ouzo Average Price by Manufacturers (2020-2025)

#### 3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types

#### 3.8 Ouzo Market Competitive Situation and Trends

##### 3.8.1 Ouzo Market Concentration Rate

##### 3.8.2 Global 5 and 10 Largest Ouzo Players Market Share by Revenue

##### 3.8.3 Mergers & Acquisitions, Expansion

### **4 OUZO INDUSTRY CHAIN ANALYSIS**

- 4.1 Ouzo Industry Chain Analysis
- 4.2 Market Overview of Key Raw Materials
- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

## **5 THE DEVELOPMENT AND DYNAMICS OF OUZO MARKET**

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Industry News
  - 5.4.1 New Product Developments
  - 5.4.2 Mergers & Acquisitions
  - 5.4.3 Expansions
  - 5.4.4 Collaboration/Supply Contracts
- 5.5 PEST Analysis
  - 5.5.1 Industry Policies Analysis
  - 5.5.2 Economic Environment Analysis
  - 5.5.3 Social Environment Analysis
  - 5.5.4 Technological Environment Analysis
- 5.6 Global Ouzo Market Porter's Five Forces Analysis
  - 5.6.1 Global Trade Frictions
  - 5.6.2 U.S. Tariff Policy ? April 2025
  - 5.6.3 Global Trade Frictions and Their Impacts to Ouzo Market
- 5.7 ESG Ratings of Leading Companies

## **6 OUZO MARKET SEGMENTATION BY TYPE**

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Ouzo Sales Market Share by Type (2020-2025)
- 6.3 Global Ouzo Market Size Market Share by Type (2020-2025)
- 6.4 Global Ouzo Price by Type (2020-2025)

## **7 OUZO MARKET SEGMENTATION BY APPLICATION**

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Ouzo Market Sales by Application (2020-2025)
- 7.3 Global Ouzo Market Size (M USD) by Application (2020-2025)
- 7.4 Global Ouzo Sales Growth Rate by Application (2020-2025)

## **8 OUZO MARKET SALES BY REGION**

### 8.1 Global Ouzo Sales by Region

#### 8.1.1 Global Ouzo Sales by Region

#### 8.1.2 Global Ouzo Sales Market Share by Region

### 8.2 Global Ouzo Market Size by Region

#### 8.2.1 Global Ouzo Market Size by Region

#### 8.2.2 Global Ouzo Market Size Market Share by Region

### 8.3 North America

#### 8.3.1 North America Ouzo Sales by Country

#### 8.3.2 North America Ouzo Market Size by Country

#### 8.3.3 U.S. Market Overview

#### 8.3.4 Canada Market Overview

#### 8.3.5 Mexico Market Overview

### 8.4 Europe

#### 8.4.1 Europe Ouzo Sales by Country

#### 8.4.2 Europe Ouzo Market Size by Country

#### 8.4.3 Germany Market Overview

#### 8.4.4 France Market Overview

#### 8.4.5 U.K. Market Overview

#### 8.4.6 Italy Market Overview

#### 8.4.7 Spain Market Overview

### 8.5 Asia Pacific

#### 8.5.1 Asia Pacific Ouzo Sales by Region

#### 8.5.2 Asia Pacific Ouzo Market Size by Region

#### 8.5.3 China Market Overview

#### 8.5.4 Japan Market Overview

#### 8.5.5 South Korea Market Overview

#### 8.5.6 India Market Overview

#### 8.5.7 Southeast Asia Market Overview

### 8.6 South America

#### 8.6.1 South America Ouzo Sales by Country

#### 8.6.2 South America Ouzo Market Size by Country

#### 8.6.3 Brazil Market Overview

#### 8.6.4 Argentina Market Overview

#### 8.6.5 Columbia Market Overview

### 8.7 Middle East and Africa

#### 8.7.1 Middle East and Africa Ouzo Sales by Region

8.7.2 Middle East and Africa Ouzo Market Size by Region

8.7.3 Saudi Arabia Market Overview

8.7.4 UAE Market Overview

8.7.5 Egypt Market Overview

8.7.6 Nigeria Market Overview

8.7.7 South Africa Market Overview

## **9 OUZO MARKET PRODUCTION BY REGION**

9.1 Global Production of Ouzo by Region(2020-2025)

9.2 Global Ouzo Revenue Market Share by Region (2020-2025)

9.3 Global Ouzo Production, Revenue, Price and Gross Margin (2020-2025)

9.4 North America Ouzo Production

9.4.1 North America Ouzo Production Growth Rate (2020-2025)

9.4.2 North America Ouzo Production, Revenue, Price and Gross Margin (2020-2025)

9.5 Europe Ouzo Production

9.5.1 Europe Ouzo Production Growth Rate (2020-2025)

9.5.2 Europe Ouzo Production, Revenue, Price and Gross Margin (2020-2025)

9.6 Japan Ouzo Production (2020-2025)

9.6.1 Japan Ouzo Production Growth Rate (2020-2025)

9.6.2 Japan Ouzo Production, Revenue, Price and Gross Margin (2020-2025)

9.7 China Ouzo Production (2020-2025)

9.7.1 China Ouzo Production Growth Rate (2020-2025)

9.7.2 China Ouzo Production, Revenue, Price and Gross Margin (2020-2025)

## **10 KEY COMPANIES PROFILE**

10.1 Ouzo Barbayanni

10.1.1 Ouzo Barbayanni Basic Information

10.1.2 Ouzo Barbayanni Ouzo Product Overview

10.1.3 Ouzo Barbayanni Ouzo Product Market Performance

10.1.4 Ouzo Barbayanni Business Overview

10.1.5 Ouzo Barbayanni SWOT Analysis

10.1.6 Ouzo Barbayanni Recent Developments

10.2 Plomari Isidoros Arvanitis

10.2.1 Plomari Isidoros Arvanitis Basic Information

10.2.2 Plomari Isidoros Arvanitis Ouzo Product Overview

10.2.3 Plomari Isidoros Arvanitis Ouzo Product Market Performance

10.2.4 Plomari Isidoros Arvanitis Business Overview

- 10.2.5 Plomari Isidoros Arvanitis SWOT Analysis
- 10.2.6 Plomari Isidoros Arvanitis Recent Developments
- 10.3 Thomopoulos Distillery
  - 10.3.1 Thomopoulos Distillery Basic Information
  - 10.3.2 Thomopoulos Distillery Ouzo Product Overview
  - 10.3.3 Thomopoulos Distillery Ouzo Product Market Performance
  - 10.3.4 Thomopoulos Distillery Business Overview
  - 10.3.5 Thomopoulos Distillery SWOT Analysis
  - 10.3.6 Thomopoulos Distillery Recent Developments
- 10.4 Gruppo Campari
  - 10.4.1 Gruppo Campari Basic Information
  - 10.4.2 Gruppo Campari Ouzo Product Overview
  - 10.4.3 Gruppo Campari Ouzo Product Market Performance
  - 10.4.4 Gruppo Campari Business Overview
  - 10.4.5 Gruppo Campari Recent Developments
- 10.5 Pitsiladi Distillates
  - 10.5.1 Pitsiladi Distillates Basic Information
  - 10.5.2 Pitsiladi Distillates Ouzo Product Overview
  - 10.5.3 Pitsiladi Distillates Ouzo Product Market Performance
  - 10.5.4 Pitsiladi Distillates Business Overview
  - 10.5.5 Pitsiladi Distillates Recent Developments
- 10.6 Pernod Ricard
  - 10.6.1 Pernod Ricard Basic Information
  - 10.6.2 Pernod Ricard Ouzo Product Overview
  - 10.6.3 Pernod Ricard Ouzo Product Market Performance
  - 10.6.4 Pernod Ricard Business Overview
  - 10.6.5 Pernod Ricard Recent Developments
- 10.7 Barbayannis Aphrodite Ouzo
  - 10.7.1 Barbayannis Aphrodite Ouzo Basic Information
  - 10.7.2 Barbayannis Aphrodite Ouzo Ouzo Product Overview
  - 10.7.3 Barbayannis Aphrodite Ouzo Ouzo Product Market Performance
  - 10.7.4 Barbayannis Aphrodite Ouzo Business Overview
  - 10.7.5 Barbayannis Aphrodite Ouzo Recent Developments
- 10.8 Pilavas
  - 10.8.1 Pilavas Basic Information
  - 10.8.2 Pilavas Ouzo Product Overview
  - 10.8.3 Pilavas Ouzo Product Market Performance
  - 10.8.4 Pilavas Business Overview
  - 10.8.5 Pilavas Recent Developments

## 10.9 Metaxa

- 10.9.1 Metaxa Basic Information
- 10.9.2 Metaxa Ouzo Product Overview
- 10.9.3 Metaxa Ouzo Product Market Performance
- 10.9.4 Metaxa Business Overview
- 10.9.5 Metaxa Recent Developments

## 10.10 Boutari

- 10.10.1 Boutari Basic Information
- 10.10.2 Boutari Ouzo Product Overview
- 10.10.3 Boutari Ouzo Product Market Performance
- 10.10.4 Boutari Business Overview
- 10.10.5 Boutari Recent Developments

## **11 OUZO MARKET FORECAST BY REGION**

### 11.1 Global Ouzo Market Size Forecast

### 11.2 Global Ouzo Market Forecast by Region

- 11.2.1 North America Market Size Forecast by Country
- 11.2.2 Europe Ouzo Market Size Forecast by Country
- 11.2.3 Asia Pacific Ouzo Market Size Forecast by Region
- 11.2.4 South America Ouzo Market Size Forecast by Country
- 11.2.5 Middle East and Africa Forecasted Sales of Ouzo by Country

## **12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2033)**

### 12.1 Global Ouzo Market Forecast by Type (2026-2033)

- 12.1.1 Global Forecasted Sales of Ouzo by Type (2026-2033)
- 12.1.2 Global Ouzo Market Size Forecast by Type (2026-2033)
- 12.1.3 Global Forecasted Price of Ouzo by Type (2026-2033)

### 12.2 Global Ouzo Market Forecast by Application (2026-2033)

- 12.2.1 Global Ouzo Sales (K MT) Forecast by Application
- 12.2.2 Global Ouzo Market Size (M USD) Forecast by Application (2026-2033)

## **13 CONCLUSION AND KEY FINDINGS**

## List Of Tables

### LIST OF TABLES

|                                                                                                |
|------------------------------------------------------------------------------------------------|
| Table 1. Introduction of the Type                                                              |
| Table 2. Introduction of the Application                                                       |
| Table 3. Market Size (M USD) Segment Executive Summary                                         |
| Table 4. Ouzo Market Size Comparison by Region (M USD)                                         |
| Table 5. Global Ouzo Sales (K MT) by Manufacturers (2020-2025)                                 |
| Table 6. Global Ouzo Sales Market Share by Manufacturers (2020-2025)                           |
| Table 7. Global Ouzo Revenue (M USD) by Manufacturers (2020-2025)                              |
| Table 8. Global Ouzo Revenue Share by Manufacturers (2020-2025)                                |
| Table 9. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Ouzo as of 2024) |
| Table 10. Global Market Ouzo Average Price (USD/KG) of Key Manufacturers (2020-2025)           |
| Table 11. Manufacturers? Manufacturing Sites, Areas Served                                     |
| Table 12. Manufacturers? Product Type                                                          |
| Table 13. Global Ouzo Manufacturers Market Concentration Ratio (CR5 and HHI)                   |
| Table 14. Mergers & Acquisitions, Expansion Plans                                              |
| Table 15. Market Overview of Key Raw Materials                                                 |
| Table 16. Midstream Market Analysis                                                            |
| Table 17. Downstream Customer Analysis                                                         |
| Table 18. Key Development Trends                                                               |
| Table 19. Driving Factors                                                                      |
| Table 20. Ouzo Market Challenges                                                               |
| Table 21. Goldman Sachs' forecast real GDP growth rate for 2024-2026                           |
| Table 22. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027                             |
| Table 23. World Bank ' Forecast Real GDP Growth Rate For 2024-2026                             |
| Table 24. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries   |
| Table 25. Global Ouzo Sales by Type (K MT)                                                     |
| Table 26. Global Ouzo Market Size by Type (M USD)                                              |
| Table 27. Global Ouzo Sales (K MT) by Type (2020-2025)                                         |
| Table 28. Global Ouzo Sales Market Share by Type (2020-2025)                                   |
| Table 29. Global Ouzo Market Size (M USD) by Type (2020-2025)                                  |
| Table 30. Global Ouzo Market Size Share by Type (2020-2025)                                    |
| Table 31. Global Ouzo Price (USD/KG) by Type (2020-2025)                                       |
| Table 32. Global Ouzo Sales (K MT) by Application                                              |

|                                                                                                                     |
|---------------------------------------------------------------------------------------------------------------------|
| Table 33. Global Ouzo Market Size by Application                                                                    |
| Table 34. Global Ouzo Sales by Application (2020-2025) & (K MT)                                                     |
| Table 35. Global Ouzo Sales Market Share by Application (2020-2025)                                                 |
| Table 36. Global Ouzo Market Size by Application (2020-2025) & (M USD)                                              |
| Table 37. Global Ouzo Market Share by Application (2020-2025)                                                       |
| Table 38. Global Ouzo Sales Growth Rate by Application (2020-2025)                                                  |
| Table 39. Global Ouzo Sales by Region (2020-2025) & (K MT)                                                          |
| Table 40. Global Ouzo Sales Market Share by Region (2020-2025)                                                      |
| Table 41. Global Ouzo Market Size by Region (2020-2025) & (M USD)                                                   |
| Table 42. Global Ouzo Market Size Market Share by Region (2020-2025)                                                |
| Table 43. North America Ouzo Sales by Country (2020-2025) & (K MT)                                                  |
| Table 44. North America Ouzo Market Size by Country (2020-2025) & (M USD)                                           |
| Table 45. Europe Ouzo Sales by Country (2020-2025) & (K MT)                                                         |
| Table 46. Europe Ouzo Market Size by Country (2020-2025) & (M USD)                                                  |
| Table 47. Asia Pacific Ouzo Sales by Region (2020-2025) & (K MT)                                                    |
| Table 48. Asia Pacific Ouzo Market Size by Region (2020-2025) & (M USD)                                             |
| Table 49. South America Ouzo Sales by Country (2020-2025) & (K MT)                                                  |
| Table 50. South America Ouzo Market Size by Country (2020-2025) & (M USD)                                           |
| Table 51. Middle East and Africa Ouzo Sales by Region (2020-2025) & (K MT)                                          |
| Table 52. Middle East and Africa Ouzo Market Size by Region (2020-2025) & (M USD)                                   |
| Table 53. Global Ouzo Production (K MT) by Region(2020-2025)                                                        |
| Table 54. Global Ouzo Revenue (US\$ Million) by Region (2020-2025)                                                  |
| Table 55. Global Ouzo Revenue Market Share by Region (2020-2025)                                                    |
| Table 56. Global Ouzo Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)        |
| Table 57. North America Ouzo Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025) |
| Table 58. Europe Ouzo Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)        |
| Table 59. Japan Ouzo Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)         |
| Table 60. China Ouzo Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)         |
| Table 61. Ouzo Barbayanni Basic Information                                                                         |
| Table 62. Ouzo Barbayanni Ouzo Product Overview                                                                     |
| Table 63. Ouzo Barbayanni Ouzo Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)           |
| Table 64. Ouzo Barbayanni Business Overview                                                                         |
| Table 65. Ouzo Barbayanni SWOT Analysis                                                                             |

|                                                                                                                      |
|----------------------------------------------------------------------------------------------------------------------|
| Table 66. Ouzo Barbayanni Recent Developments                                                                        |
| Table 67. Plomari Isidoros Arvanitis Basic Information                                                               |
| Table 68. Plomari Isidoros Arvanitis Ouzo Product Overview                                                           |
| Table 69. Plomari Isidoros Arvanitis Ouzo Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025) |
| Table 70. Plomari Isidoros Arvanitis Business Overview                                                               |
| Table 71. Plomari Isidoros Arvanitis SWOT Analysis                                                                   |
| Table 72. Plomari Isidoros Arvanitis Recent Developments                                                             |
| Table 73. Thomopoulos Distillery Basic Information                                                                   |
| Table 74. Thomopoulos Distillery Ouzo Product Overview                                                               |
| Table 75. Thomopoulos Distillery Ouzo Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)     |
| Table 76. Thomopoulos Distillery Business Overview                                                                   |
| Table 77. Thomopoulos Distillery SWOT Analysis                                                                       |
| Table 78. Thomopoulos Distillery Recent Developments                                                                 |
| Table 79. Gruppo Campari Basic Information                                                                           |
| Table 80. Gruppo Campari Ouzo Product Overview                                                                       |
| Table 81. Gruppo Campari Ouzo Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)             |
| Table 82. Gruppo Campari Business Overview                                                                           |
| Table 83. Gruppo Campari Recent Developments                                                                         |
| Table 84. Pitsiladi Distillates Basic Information                                                                    |
| Table 85. Pitsiladi Distillates Ouzo Product Overview                                                                |
| Table 86. Pitsiladi Distillates Ouzo Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)      |
| Table 87. Pitsiladi Distillates Business Overview                                                                    |
| Table 88. Pitsiladi Distillates Recent Developments                                                                  |
| Table 89. Pernod Ricard Basic Information                                                                            |
| Table 90. Pernod Ricard Ouzo Product Overview                                                                        |
| Table 91. Pernod Ricard Ouzo Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)              |
| Table 92. Pernod Ricard Business Overview                                                                            |
| Table 93. Pernod Ricard Recent Developments                                                                          |
| Table 94. Barbayannis Aphrodite Ouzo Basic Information                                                               |
| Table 95. Barbayannis Aphrodite Ouzo Ouzo Product Overview                                                           |
| Table 96. Barbayannis Aphrodite Ouzo Ouzo Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025) |
| Table 97. Barbayannis Aphrodite Ouzo Business Overview                                                               |
| Table 98. Barbayannis Aphrodite Ouzo Recent Developments                                                             |

Table 99. Pilavas Basic Information

Table 100. Pilavas Ouzo Product Overview

Table 101. Pilavas Ouzo Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 102. Pilavas Business Overview

Table 103. Pilavas Recent Developments

Table 104. Metaxa Basic Information

Table 105. Metaxa Ouzo Product Overview

Table 106. Metaxa Ouzo Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 107. Metaxa Business Overview

Table 108. Metaxa Recent Developments

Table 109. Boutari Basic Information

Table 110. Boutari Ouzo Product Overview

Table 111. Boutari Ouzo Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 112. Boutari Business Overview

Table 113. Boutari Recent Developments

Table 114. Global Ouzo Sales Forecast by Region (2026-2033) & (K MT)

Table 115. Global Ouzo Market Size Forecast by Region (2026-2033) & (M USD)

Table 116. North America Ouzo Sales Forecast by Country (2026-2033) & (K MT)

Table 117. North America Ouzo Market Size Forecast by Country (2026-2033) & (M USD)

Table 118. Europe Ouzo Sales Forecast by Country (2026-2033) & (K MT)

Table 119. Europe Ouzo Market Size Forecast by Country (2026-2033) & (M USD)

Table 120. Asia Pacific Ouzo Sales Forecast by Region (2026-2033) & (K MT)

Table 121. Asia Pacific Ouzo Market Size Forecast by Region (2026-2033) & (M USD)

Table 122. South America Ouzo Sales Forecast by Country (2026-2033) & (K MT)

Table 123. South America Ouzo Market Size Forecast by Country (2026-2033) & (M USD)

Table 124. Middle East and Africa Ouzo Sales Forecast by Country (2026-2033) & (Units)

Table 125. Middle East and Africa Ouzo Market Size Forecast by Country (2026-2033) & (M USD)

Table 126. Global Ouzo Sales Forecast by Type (2026-2033) & (K MT)

Table 127. Global Ouzo Market Size Forecast by Type (2026-2033) & (M USD)

Table 128. Global Ouzo Price Forecast by Type (2026-2033) & (USD/KG)

Table 129. Global Ouzo Sales (K MT) Forecast by Application (2026-2033)

Table 130. Global Ouzo Market Size Forecast by Application (2026-2033) & (M USD)



## List Of Figures

### LIST OF FIGURES

- Figure 1. Product Picture of Ouzo
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Ouzo Market Size (M USD), 2024-2033
- Figure 5. Global Ouzo Market Size (M USD) (2020-2033)
- Figure 6. Global Ouzo Sales (K MT) & (2020-2033)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. Ouzo Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Ouzo Product Life Cycle
- Figure 13. Ouzo Sales Share by Manufacturers in 2024
- Figure 14. Global Ouzo Revenue Share by Manufacturers in 2024
- Figure 15. Ouzo Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2024
- Figure 16. Global Market Ouzo Average Price (USD/KG) of Key Manufacturers in 2024
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Ouzo Revenue in 2024
- Figure 18. Industry Chain Map of Ouzo
- Figure 19. Global Ouzo Market PEST Analysis
- Figure 20. Global Ouzo Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global Ouzo Market Share by Type
- Figure 27. Sales Market Share of Ouzo by Type (2020-2025)
- Figure 28. Sales Market Share of Ouzo by Type in 2024
- Figure 29. Market Size Share of Ouzo by Type (2020-2025)
- Figure 30. Market Size Share of Ouzo by Type in 2024
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Ouzo Market Share by Application
- Figure 33. Global Ouzo Sales Market Share by Application (2020-2025)
- Figure 34. Global Ouzo Sales Market Share by Application in 2024

- Figure 35. Global Ouzo Market Share by Application (2020-2025)
- Figure 36. Global Ouzo Market Share by Application in 2024
- Figure 37. Global Ouzo Sales Growth Rate by Application (2020-2025)
- Figure 38. Global Ouzo Sales Market Share by Region (2020-2025)
- Figure 39. Global Ouzo Market Size Market Share by Region (2020-2025)
- Figure 40. North America Ouzo Sales and Growth Rate (2020-2025) & (K MT)
- Figure 41. North America Ouzo Sales and Growth Rate (2020-2025) & (K MT)
- Figure 42. North America Ouzo Sales Market Share by Country in 2024
- Figure 43. North America Ouzo Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 44. North America Ouzo Market Size Market Share by Country in 2024
- Figure 45. U.S. Ouzo Sales and Growth Rate (2020-2025) & (K MT)
- Figure 46. U.S. Ouzo Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 47. Canada Ouzo Sales (K MT) and Growth Rate (2020-2025)
- Figure 48. Canada Ouzo Market Size (M USD) and Growth Rate (2020-2025)
- Figure 49. Mexico Ouzo Sales (Units) and Growth Rate (2020-2025)
- Figure 50. Mexico Ouzo Market Size (Units) and Growth Rate (2020-2025)
- Figure 51. Europe Ouzo Sales and Growth Rate (2020-2025) & (K MT)
- Figure 52. Europe Ouzo Sales Market Share by Country in 2024
- Figure 53. Europe Ouzo Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 54. Europe Ouzo Market Size Market Share by Country in 2024
- Figure 55. Germany Ouzo Sales and Growth Rate (2020-2025) & (K MT)
- Figure 56. Germany Ouzo Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 57. France Ouzo Sales and Growth Rate (2020-2025) & (K MT)
- Figure 58. France Ouzo Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 59. U.K. Ouzo Sales and Growth Rate (2020-2025) & (K MT)
- Figure 60. U.K. Ouzo Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 61. Italy Ouzo Sales and Growth Rate (2020-2025) & (K MT)
- Figure 62. Italy Ouzo Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 63. Spain Ouzo Sales and Growth Rate (2020-2025) & (K MT)
- Figure 64. Spain Ouzo Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 65. Asia Pacific Ouzo Sales and Growth Rate (K MT)
- Figure 66. Asia Pacific Ouzo Sales Market Share by Region in 2024
- Figure 67. Asia Pacific Ouzo Market Size Market Share by Region in 2024
- Figure 68. China Ouzo Sales and Growth Rate (2020-2025) & (K MT)
- Figure 69. China Ouzo Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 70. Japan Ouzo Sales and Growth Rate (2020-2025) & (K MT)
- Figure 71. Japan Ouzo Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 72. South Korea Ouzo Sales and Growth Rate (2020-2025) & (K MT)
- Figure 73. South Korea Ouzo Market Size and Growth Rate (2020-2025) & (M USD)

- Figure 74. India Ouzo Sales and Growth Rate (2020-2025) & (K MT)
- Figure 75. India Ouzo Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 76. Southeast Asia Ouzo Sales and Growth Rate (2020-2025) & (K MT)
- Figure 77. Southeast Asia Ouzo Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 78. South America Ouzo Sales and Growth Rate (K MT)
- Figure 79. South America Ouzo Sales Market Share by Country in 2024
- Figure 80. South America Ouzo Market Size and Growth Rate (M USD)
- Figure 81. South America Ouzo Market Size Market Share by Country in 2024
- Figure 82. Brazil Ouzo Sales and Growth Rate (2020-2025) & (K MT)
- Figure 83. Brazil Ouzo Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 84. Argentina Ouzo Sales and Growth Rate (2020-2025) & (K MT)
- Figure 85. Argentina Ouzo Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 86. Columbia Ouzo Sales and Growth Rate (2020-2025) & (K MT)
- Figure 87. Columbia Ouzo Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 88. Middle East and Africa Ouzo Sales and Growth Rate (K MT)
- Figure 89. Middle East and Africa Ouzo Sales Market Share by Region in 2024
- Figure 90. Middle East and Africa Ouzo Market Size and Growth Rate (M USD)
- Figure 91. Middle East and Africa Ouzo Market Size Market Share by Region in 2024
- Figure 92. Saudi Arabia Ouzo Sales and Growth Rate (2020-2025) & (K MT)
- Figure 93. Saudi Arabia Ouzo Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 94. UAE Ouzo Sales and Growth Rate (2020-2025) & (K MT)
- Figure 95. UAE Ouzo Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 96. Egypt Ouzo Sales and Growth Rate (2020-2025) & (K MT)
- Figure 97. Egypt Ouzo Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 98. Nigeria Ouzo Sales and Growth Rate (2020-2025) & (K MT)
- Figure 99. Nigeria Ouzo Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 100. South Africa Ouzo Sales and Growth Rate (2020-2025) & (K MT)
- Figure 101. South Africa Ouzo Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 102. Global Ouzo Production Market Share by Region (2020-2025)
- Figure 103. North America Ouzo Production (K MT) Growth Rate (2020-2025)
- Figure 104. Europe Ouzo Production (K MT) Growth Rate (2020-2025)
- Figure 105. Japan Ouzo Production (K MT) Growth Rate (2020-2025)
- Figure 106. China Ouzo Production (K MT) Growth Rate (2020-2025)
- Figure 107. Global Ouzo Sales Forecast by Volume (2020-2033) & (K MT)
- Figure 108. Global Ouzo Market Size Forecast by Value (2020-2033) & (M USD)
- Figure 109. Global Ouzo Sales Market Share Forecast by Type (2026-2033)
- Figure 110. Global Ouzo Market Share Forecast by Type (2026-2033)
- Figure 111. Global Ouzo Sales Forecast by Application (2026-2033)
- Figure 112. Global Ouzo Market Share Forecast by Application (2026-2033)

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