

Hard Seltzer Market - 2023-2032

<https://marketpublishers.com/r/H53487A7B7ACEN.html>

Date: November 2025

Pages: 207

Price: US\$ 2,999.00 (Single User License)

ID: H53487A7B7ACEN

Abstracts

The Hard Seltzer Market was valued at US\$ 17.3 billion in 2023 and is anticipated to reach US\$ 50.2 billion by 2032, at a CAGR of 0.063 from 2026 to 2032.

The report delivers in-depth insights into key market dynamics, including regional growth trends, market segmentation, CAGR projections, and the revenue performance of leading industry players. It also highlights major growth drivers shaping the market landscape. Designed to provide a clear and comprehensive perspective, the report offers a detailed view of the current market size in terms of both value and volume, along with emerging opportunities and the overall development outlook of the Hard Seltzer Market.

This report delivers a comprehensive overview of the Hard Seltzer Market, with both quantitative and qualitative analyses, to help readers develop growth strategies, assess the competitive landscape, evaluate their position in the current market, and make informed business decisions regarding Hard Seltzer Market. The Hard Seltzer Market size, estimates, and forecasts are provided in terms of output/shipments (K MT) and revenue (US\$ millions), with 2025 as the base year and historical and forecast data for 2023–2032.

Hard Seltzer Market Scope:

By Packaging

Metal Cans

Glass Bottles

Other Packaging

By Flavor

Flavored

Unflavored

By Distribution Channel

On-Trade

Off-Trade

Key Players

The Mark Anthony Group of Companies

Boston Beer Company

AB InBev

Molson Coors Beverage Company

The Coca-Cola Company

Heineken N.V.

Diageo

Constellation Brands, Inc

Carlsberg Breweries A/S

Kopparberg

Major Highlights

This report delivers a comprehensive overview of the Hard Seltzer Market, with both quantitative and qualitative analyses, to help readers develop growth strategies, assess the competitive landscape, evaluate their position in the current market, and make informed business decisions regarding Hard Seltzer Market. The Hard Seltzer Market size, estimates, and forecasts are provided in terms of output/shipments (K Sqm) and revenue (US\$ millions), with 2025 as the base year and historical and forecast data for 2023–2032.

This report will assist keyword manufacturers, new entrants, and companies across the industry value chain with information on revenues, production, and average prices for the overall market and its sub-segments, by company, by Type, by Application, and by region.

Regional Analysis:

North America (U.S., Canada, Mexico)

Europe (U.K., Italy, Germany, Russia, France, Spain, The Netherlands and Rest of Europe)

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

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

Middle East & Africa (Saudi Arabia, U.A.E., South Africa, Rest of Middle East & Africa)

Partner Identification

Increase Your Customer Base by 3X using our Partner Identification tool

Uncover strategic collaboration opportunities with DataM vetted partners aligned to your ecosystem.

Identify high potential M&A targets based on synergies, market positioning and

growth trajectory.

Prioritize partners by strategic fit rather than general capability.

Why Choose DataM?

Data-Driven Insights: Dive into detailed analyses with granular insights such as pricing, market shares and value chain evaluations, enriched by interviews with industry leaders and disruptors.

Post-Purchase Support and Expert Analyst Consultations: As a valued client, gain direct access to our expert analysts for personalized advice and strategic guidance, tailored to your specific needs and challenges.

White Papers and Case Studies: Benefit quarterly from our in-depth studies related to your purchased titles, tailored to refine your operational and marketing strategies for maximum impact.

Annual Updates on Purchased Reports: As an existing customer, enjoy the privilege of annual updates to your reports, ensuring you stay abreast of the latest market insights and technological advancements. Terms and conditions apply.

Specialized Focus on Emerging Markets: DataM differentiates itself by delivering in-depth, specialized insights specifically for emerging markets, rather than offering generalized geographic overviews. This approach equips our clients with a nuanced understanding and actionable intelligence that are essential for navigating and succeeding in high-growth regions.

Value of DataM Reports: Our reports offer specialized insights tailored to the latest trends and specific business inquiries. This personalized approach provides a deeper, strategic perspective, ensuring you receive the precise information necessary to make informed decisions. These insights complement and go beyond what is typically available in generic databases.

Target Audience 2026

Manufacturers/ Buyers

Industry Investors/Investment Bankers

Research Professionals

Emerging Companies

Contents

1. METHODOLOGY AND SCOPE

- 1.1. Research Methodology
- 1.2. Research Objective and Scope of the Report

2. DEFINITION AND OVERVIEW

3. EXECUTIVE SUMMARY

- 3.1. Snippet by ABV (Alcohol by Volume)
- 3.2. Snippet by Packaging
- 3.3. Snippet by Flavor
- 3.4. Snippet by Distribution Channel
- 3.5. Snippet by Region

4. DYNAMICS

- 4.1. Impacting Factors
 - 4.1.1. Drivers
 - 4.1.1.1. Rising Demand for Low-Calorie & Health-Forward Alcoholic Beverages
 - 4.1.1.2. Rapid Market Expansion Through Mainstream Retail & Brand Entry
 - 4.1.2. Restraints
 - 4.1.2.1. Category Saturation and Slowing Growth in Mature Markets
 - 4.1.3. Opportunity
 - 4.1.4. Trends
 - 4.1.5. Impact Analysis

5. INDUSTRY ANALYSIS

- 5.1. Porter's Five Forces Analysis
- 5.2. Pricing Analysis
 - 5.2.1. Historical Price Trends
 - 5.2.2. Future Price Forecast
 - 5.2.3. Factors Influencing Pricing
 - 5.2.4. Competitive Pricing Strategies
- 5.3. Regulatory and Tariff Analysis
- 5.4. Go-to-market (GTM) Strategies

- 5.5. Sustainability & ESG Analysis
- 5.6. Technological Analysis
- 5.7. Value Chain Analysis
- 5.8. Consumer Behavior and Insights
- 5.9. DMI Opinion

6. BY ABV (ALCOHOL BY VOLUME)

7. INTRODUCTION

- 7.1. Market Size Analysis and Y-o-Y Growth Analysis (%), By ABV (alcohol by volume)
 - 7.1.1. Market Attractiveness Index, By ABV (alcohol by volume)
- 7.2. ?4.5%*
 - 7.2.1. Introduction
 - 7.2.2. Market Size Analysis and Y-o-Y Growth Analysis (%)
- 7.3. 4.5%-6%
- 7.4. 6%-8%
- 7.5. >8%

8. BY PACKAGING

- 8.1. Introduction
 - 8.1.1. Market Size Analysis and Y-o-Y Growth Analysis (%), By Packaging
 - 8.1.2. Market Attractiveness Index, By Packaging
- 8.2. Metal Cans*
 - 8.2.1. Introduction
 - 8.2.2. Market Size Analysis and Y-o-Y Growth Analysis (%)
- 8.3. Glass Bottles
- 8.4. Other Packaging

9. BY FLAVOR

- 9.1. Introduction
 - 9.1.1. Market Size Analysis and Y-o-Y Growth Analysis (%), By Flavor
 - 9.1.2. Market Attractiveness Index, By Flavor
- 9.2. Flavored*
 - 9.2.1. Introduction
 - 9.2.2. Market Size Analysis and Y-o-Y Growth Analysis (%)
- 9.3. Unflavored

10. BY DISTRIBUTION CHANNEL

10.1. Introduction

10.1.1. Market Size Analysis and Y-o-Y Growth Analysis (%), By Distribution Channel

10.1.2. Market Attractiveness Index, By Distribution Channel

10.2. On-Trade*

10.2.1. Introduction

10.2.2. Market Size Analysis and Y-o-Y Growth Analysis (%)

10.3. Off-Trade

11. BY REGION

11.1. Introduction

11.1.1. Market Size Analysis and Y-o-Y Growth Analysis (%), By Region

11.1.2. Market Attractiveness Index, By Region

11.2. North America

11.2.1. Introduction

11.2.2. Key Region-Specific Dynamics

11.2.3. Market Size Analysis and Y-o-Y Growth Analysis (%), By ABV (alcohol by volume)

11.2.4. Market Size Analysis and Y-o-Y Growth Analysis (%), By Packaging

11.2.5. Market Size Analysis and Y-o-Y Growth Analysis (%), By Flavor

11.2.6. Market Size Analysis and Y-o-Y Growth Analysis (%), By Distribution Channel

11.2.7. Market Size Analysis and Y-o-Y Growth Analysis (%), By Country

11.2.7.1. US

11.2.7.2. Canada

11.2.7.3. Mexico

11.3. Europe

11.3.1. Introduction

11.3.2. Key Region-Specific Dynamics

11.3.3. Market Size Analysis and Y-o-Y Growth Analysis (%), By ABV (alcohol by volume)

11.3.4. Market Size Analysis and Y-o-Y Growth Analysis (%), By Packaging

11.3.5. Market Size Analysis and Y-o-Y Growth Analysis (%), By Flavor

11.3.6. Market Size Analysis and Y-o-Y Growth Analysis (%), By Distribution Channel

11.3.7. Market Size Analysis and Y-o-Y Growth Analysis (%), By Country

11.3.7.1. Germany

11.3.7.2. UK

- 11.3.7.3. France
- 11.3.7.4. Italy
- 11.3.7.5. Spain
- 11.3.7.6. Poland
- 11.3.7.7. Russia
- 11.3.7.8. Belgium
- 11.3.7.9. The Netherlands
- 11.3.7.10. Luxembourg
- 11.3.7.11. Denmark
- 11.3.7.12. Rest of Europe
- 11.4. South America
 - 11.4.1. Introduction
 - 11.4.2. Key Region-Specific Dynamics
 - 11.4.3. Market Size Analysis and Y-o-Y Growth Analysis (%), By ABV (alcohol by volume)
 - 11.4.4. Market Size Analysis and Y-o-Y Growth Analysis (%), By Packaging
 - 11.4.5. Market Size Analysis and Y-o-Y Growth Analysis (%), By Flavor
 - 11.4.6. Market Size Analysis and Y-o-Y Growth Analysis (%), By Distribution Channel
 - 11.4.7. Market Size Analysis and Y-o-Y Growth Analysis (%), By Country
 - 11.4.7.1. Brazil
 - 11.4.7.2. Argentina
 - 11.4.7.3. Chile
 - 11.4.7.4. Colombia
 - 11.4.7.5. Rest of South America
- 11.5. Asia-Pacific
 - 11.5.1. Introduction
 - 11.5.2. Key Region-Specific Dynamics
 - 11.5.3. Market Size Analysis and Y-o-Y Growth Analysis (%), By ABV (alcohol by volume)
 - 11.5.4. Market Size Analysis and Y-o-Y Growth Analysis (%), By Packaging
 - 11.5.5. Market Size Analysis and Y-o-Y Growth Analysis (%), By Flavor
 - 11.5.6. Market Size Analysis and Y-o-Y Growth Analysis (%), By Distribution Channel
 - 11.5.7. Market Size Analysis and Y-o-Y Growth Analysis (%), By Country
 - 11.5.7.1. China
 - 11.5.7.2. Japan
 - 11.5.7.3. South Korea
 - 11.5.7.4. India
 - 11.5.7.5. Australia
 - 11.5.7.6. New Zealand

- 11.5.7.7. SEA Countries
 - 11.5.7.7.1. Indonesia
 - 11.5.7.7.2. Malaysia
 - 11.5.7.7.3. Philippines
 - 11.5.7.7.4. Singapore
 - 11.5.7.7.5. Thailand
 - 11.5.7.7.6. Vietnam
 - 11.5.7.7.7. Rest of SEA Countries
- 11.5.7.8. Rest of Asia-Pacific
- 11.6. Middle East and Africa
 - 11.6.1. Introduction
 - 11.6.2. Key Region-Specific Dynamics
 - 11.6.3. Market Size Analysis and Y-o-Y Growth Analysis (%), By ABV (alcohol by volume)
 - 11.6.4. Market Size Analysis and Y-o-Y Growth Analysis (%), By Packaging
 - 11.6.5. Market Size Analysis and Y-o-Y Growth Analysis (%), By Flavor
 - 11.6.6. Market Size Analysis and Y-o-Y Growth Analysis (%), By Distribution Channel
 - 11.6.7. Market Size Analysis and Y-o-Y Growth Analysis (%), By Country
 - 11.6.7.1. GCC Countries
 - 11.6.7.1.1. Bahrain
 - 11.6.7.1.2. Kuwait
 - 11.6.7.1.3. Oman
 - 11.6.7.1.4. Qatar
 - 11.6.7.1.5. Saudi Arabia
 - 11.6.7.1.6. UAE
 - 11.6.7.2. Israel
 - 11.6.7.3. South Africa
 - 11.6.7.4. North Africa
 - 11.6.7.5. Rest of Middle East and Africa

12. COMPETITIVE LANDSCAPE ANALYSIS

- 12.1. Competitive Scenario
- 12.2. Market Positioning/Share Analysis
- 12.3. Mergers and Acquisitions Analysis
- 12.4. Partner Identification Analysis
- 12.5. Investment & Funding Landscape
- 12.6. Strategic Alliances & Innovation Pipelines

13. COMPANY PROFILES

13.1. The Mark Anthony Group of Companies*

- 13.1.1. Company Overview
- 13.1.2. Product Portfolio and Description
- 13.1.3. Product Sales Footprint
- 13.1.4. Company Financial Overview
- 13.1.5. Key Developments
- 13.1.6. SWOT Analysis
- 13.1.7. Strategic Insights

13.2. Boston Beer Company

13.3. AB InBev

13.4. Molson Coors Beverage Company

13.5. The Coca-Cola Company

13.6. Heineken N.V.

13.7. Diageo

13.8. Constellation Brands, Inc

13.9. Carlsberg Breweries A/S

13.10. Kopparberg (LIST NOT EXHAUSTIVE)

14. APPENDIX

14.1. About Us and Services

14.2. Contact Us

I would like to order

Product name: Hard Seltzer Market - 2023-2032

Product link: <https://marketpublishers.com/r/H53487A7B7ACEN.html>

Price: US\$ 2,999.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/H53487A7B7ACEN.html>