

Global Alcohol Drink Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Alcohol Drink market size was valued at US\$ 86020 million in 2025 and is forecast to a readjusted size of US\$ 130720 million by 2032 with a CAGR of 6.2% during review period.

Alcoholic drinks are beverages that contain ethanol (ethyl alcohol), produced by the fermentation of sugars from grains, fruits, or other sources. They are consumed worldwide for leisure, socialization, cultural traditions, and religious purposes, and are regulated in most countries due to their psychoactive and health effects.

The alcoholic drinks market industry chain begins upstream with the cultivation and processing of raw materials such as grains (barley, corn, wheat, rice), fruits (grapes, apples), sugarcane, hops, and yeast, supported by packaging material suppliers (glass, cans, PET bottles) and equipment manufacturers (fermentation tanks, distillation units); moves midstream into breweries, wineries, distilleries, and ready-to-drink beverage producers that manufacture, age, blend, package, and brand the products; and extends downstream into distribution networks including wholesalers, supermarkets, liquor stores, convenience stores, online platforms, bars, restaurants, hotels, and duty-free outlets that deliver the products to global consumers across retail and hospitality channels.

In 2024, the global alcoholic drinks market reached 20 billion liters in volume, with an average global market price of around US\$ 4 per liter. The market average gross profit margin is around 35%.

The global Alcohol Drink market has been expanding steadily, driven by cultural consumption traditions, rising disposable income, and product innovation. With beer

accounting for the largest share, followed by spirits, wine, and emerging ready-to-drink (RTD) products. The market has become increasingly diverse, with both premiumization and health-conscious alternatives shaping demand.

Key growth drivers include: **Urbanization & Lifestyle Changes:** Younger populations in emerging markets are driving demand for modern drinking formats, particularly RTDs and flavored Alcohol Drinks. **Premiumization:** Consumers are trading up to higher-quality spirits, craft beer, and boutique wines. **Health-Conscious Behavior:** Demand for low-alcohol and alcohol-free alternatives has surged, creating a new growth lane for producers. At the same time, the market faces constraints such as stringent regulations, fluctuating raw material costs, and shifts in consumer attitudes toward wellness and moderation.

North America remains a mature market, dominated by beer and spirits. Craft beer, hard seltzers, and premium whiskey categories continue to gain share. Consumers are increasingly health-conscious, fueling the rise of low-carb beers and non-Alcohol Drinks. Regulatory frameworks are well-defined, but rising taxation and stringent advertising controls can restrict growth. Europe has the most diverse alcohol culture, with wine dominating in Mediterranean countries, beer in Central and Eastern Europe, and spirits in Northern Europe. The region shows strong demand for premium wine, Champagne, and craft spirits. However, economic slowdown and high excise duties in several EU countries are affecting volume growth. Sustainability is a key driver, with eco-friendly packaging and organic wine gaining traction. APAC is the fastest-growing region, supported by expanding middle-class populations, urban nightlife culture, and greater acceptance of Western drinking trends. China is the largest market, though domestic spirits like baijiu dominate. Japan, South Korea, and Australia have strong wine and beer segments, while India's spirits market is growing rapidly. APAC is also a hub for RTDs and innovative formats, making it the most dynamic region for future expansion.

The alcohol beverage market is highly competitive and fragmented, with a blend of multinational giants, regional players, and craft producers. Competition is also intensifying in the non-alcoholic segment, where traditional alcohol giants are launching alcohol-free versions of their flagship brands to retain consumers migrating to healthier options.

This report is a detailed and comprehensive analysis for global Alcohol Drink market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Consumer Groups. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that

contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Alcohol Drink market size and forecasts, in consumption value (\$ Million), sales quantity (Kiloliters), and average selling prices (US\$/L), 2021-2032

Global Alcohol Drink market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Kiloliters), and average selling prices (US\$/L), 2021-2032

Global Alcohol Drink market size and forecasts, by Type and by Consumer Groups, in consumption value (\$ Million), sales quantity (Kiloliters), and average selling prices (US\$/L), 2021-2032

Global Alcohol Drink market shares of main players, shipments in revenue (\$ Million), sales quantity (Kiloliters), and ASP (US\$/L), 2021-2026

The Primary Objectives in This Report Are:

- To determine the size of the total market opportunity of global and key countries

- To assess the growth potential for Alcohol Drink

- To forecast future growth in each product and end-use market

- To assess competitive factors affecting the marketplace

This report profiles key players in the global Alcohol Drink market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Anheuser-Busch InBev, Diageo plc, Heineken, Pernod Ricard, Carlsberg Group, Molson Coors Beverage Company, Constellation Brands, Brown-Forman Corporation, Asahi Group Holdings, Kirin Holdings Company, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Alcohol Drink market is split by Type and by Consumer Groups. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Consumer Groups in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Beer

Wine

Spirits/Distilled Liquor

Cider & Perry

Ready-to-Drink (RTD) Alcoholic Beverages

Liqueurs & Aperitifs

Market segment by Sales Channel

On-Trade (On-Premise)

Off-Trade (Retail/Take-Home)

E-Commerce & Online Delivery

Duty-Free & Travel Retail

Market segment by Consumer Groups

Male

Female

Major players covered

Anheuser-Busch InBev

Diageo plc

Heineken

Pernod Ricard

Carlsberg Group

Molson Coors Beverage Company

Constellation Brands

Brown-Forman Corporation

Asahi Group Holdings

Kirin Holdings Company

Beam Suntory

E.&J. Gallo Winery

Treasury Wine Estates

China Resources Snow Breweries

Thai Beverage (ThaiBev)

Kweichow Moutai Co., Ltd

Wuliangye Group

Tsingtao Brewery Co., Ltd

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

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

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Alcohol Drink product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Alcohol Drink, with price, sales quantity, revenue, and global market share of Alcohol Drink from 2021 to 2026.

Chapter 3, the Alcohol Drink competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Alcohol Drink breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Consumer Groups, with sales market share and growth rate by Type, by Consumer Groups, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Alcohol Drink market forecast, by regions, by Type, and by Consumer Groups, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Alcohol Drink.

Chapter 14 and 15, to describe Alcohol Drink sales channel, distributors, customers, research findings and conclusion.

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