

Global Bitters Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/G29D94402E74EN.html>

Date: January 2026

Pages: 132

Price: US\$ 4,480.00 (Single User License)

ID: G29D94402E74EN

Abstracts

The global Bitters market size is expected to reach \$ 15580 million by 2032, rising at a market growth of 3.1% CAGR during the forecast period (2026-2032).

A bitters is traditionally an alcoholic preparation flavored with botanical matter such that the end result is characterized by a bitter, sour, or bittersweet flavor. Numerous longstanding brands of bitters were originally developed as patent medicines, but are now sold as digestifs and cocktail flavorings.

Europe is the main market for bitter with about 40%, followed by North America with about 30%.

Mast-Jagermeister, Fernet Branca, Gruppo Campari and others are the main producers, with the top three accounting for about 10%.

This report studies the global Bitters production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Bitters and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Bitters that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Bitters total production and demand, 2021-2032, (M L)

Global Bitters total production value, 2021-2032, (USD Million)

Global Bitters production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (M L), (based on production site)
Global Bitters consumption by region & country, CAGR, 2021-2032 & (M L)
U.S. VS China: Bitters domestic production, consumption, key domestic manufacturers and share
Global Bitters production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (M L)
Global Bitters production by Type, production, value, CAGR, 2021-2032, (USD Million) & (M L)
Global Bitters production by Application, production, value, CAGR, 2021-2032, (USD Million) & (M L)

This report profiles key players in the global Bitters market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Mast-Jagermeister, Fernet Branca, Stock Spirits Group PLC, Gruppo Campari, Angostura Bitters, Underberg AG, Gammel Dansk, Kuemmerling KG, Unicum, Scrappy's Bitters, etc.

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

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Bitters market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (M L) and average price (USD/L) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Bitters Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Bitters Market, Segmentation by Type:

Cocktail Bitters

Aperitif Bitters

Digestif Bitters

Medicinal Bitters

Global Bitters Market, Segmentation by Application:

Restaurant Service

Retail Service

Companies Profiled:

Mast-Jagermeister

Fernet Branca

Stock Spirits Group PLC

Gruppo Campari

Angostura Bitters

Underberg AG

Gammel Dansk

Kuemmerling KG

Unicum

Scrappy's Bitters

Pernod Ricard

Key Questions Answered:

1. How big is the global Bitters market?
2. What is the demand of the global Bitters market?
3. What is the year over year growth of the global Bitters market?
4. What is the production and production value of the global Bitters market?
5. Who are the key producers in the global Bitters market?
6. What are the growth factors driving the market demand?

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