

# Global (North America, Europe, Asia-Pacific, South America, Middle East and Africa) Bitters Market 2018, Forecast to 2023

<https://marketpublishers.com/r/G28E191AA61EN.html>

Date: August 2018

Pages: 131

Price: US\$ 4,880.00 (Single User License)

ID: G28E191AA61EN

## Abstracts

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.

Scope of the Report:

This report focuses on the Bitters in global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report categorizes the market based on manufacturers, regions, type and application.

The top players' success underlines the necessity for bitters to move out of the traditional digestif serve at the end of the meal, indeed it would seem that in the old strongholds in east and Western Europe the category is increasingly under pressure. In short bitters' consumers are ageing and producers must find ways of attracting newcomers to the fold. Exploring alternative occasions and ways of drinking bitters rather than as a digestif has created a nice way out of this bottleneck. Versatility is the name of the game but not all of them have these mixology essentials. A new world is opening up for a beautiful liquid with lots of heritage, authenticity and nice narratives thanks to a growing international cocktail trend.

North America and Europe are the main consumption regions of bitters in the world in the past few years and it will keep the same position in the next few years. The market size of Asia-Pacific region will grow fast in the following years.

The worldwide market for Bitters is expected to grow at a CAGR of roughly 4.5% over the next five years, will reach 12700 million US\$ in 2023, from 9790 million US\$ in 2017, according to a new GIR (Global Info Research) study.

## Market Segment by Manufacturers, this report covers

Mast-Jagermeister

Fernet Branca

Stock Spirits Group PLC

Gruppo Campari

Angostura Bitters

Underberg AG

Gammel Dansk

Kuemmerling KG

Unicum

Scrappy's Bitters

Pernod Ricard

## Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

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

South America (Brazil, Argentina, Colombia etc.)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Cocktail Bitters

Aperitif Bitters

Digestif Bitters

Medicinal Bitters

Market Segment by Applications, can be divided into

Restaurant Service

Retail Service

There are 15 Chapters to deeply display the global Bitters market.

Chapter 1, to describe Bitters Introduction, product scope, market overview, market opportunities, market risk, market driving force;

Chapter 2, to analyze the top manufacturers of Bitters, with sales, revenue, and price of Bitters, in 2016 and 2017;

Chapter 3, to display the competitive situation among the top manufacturers, with sales, revenue and market share in 2016 and 2017;

Chapter 4, to show the global market by regions, with sales, revenue and market share of Bitters, for each region, from 2013 to 2018;

Chapter 5, 6, 7, 8 and 9, to analyze the market by countries, by type, by application and by manufacturers, with sales, revenue and market share by key countries in these regions;

Chapter 10 and 11, to show the market by type and application, with sales market share and growth rate by type, application, from 2013 to 2018;

Chapter 12, Bitters market forecast, by regions, type and application, with sales and revenue, from 2018 to 2023;

Chapter 13, 14 and 15, to describe Bitters sales channel, distributors, traders, dealers, Research Findings and Conclusion, appendix and data source

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