

# Global Hangover Cure 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 Hangover Cure Drink market size was valued at US\$ 4754 million in 2025 and is forecast to a readjusted size of US\$ 7813 million by 2032 with a CAGR of 7.5% during review period.

Hangover cure drinks are functional beverages formulated to alleviate or reduce symptoms associated with alcohol consumption, such as dehydration, headache, fatigue, and electrolyte imbalance. These drinks typically contain combinations of vitamins (particularly B-complex and vitamin C), electrolytes, herbal extracts, amino acids, antioxidants, and hydration-support ingredients designed to support liver metabolism and rehydration. Compared with traditional sports drinks or energy drinks, hangover cure beverages emphasize post-alcohol recovery and detox support rather than energy stimulation. From a value chain perspective, upstream includes vitamin and nutraceutical ingredient suppliers, herbal extract manufacturers, sweeteners and flavoring providers, and beverage formulation ingredients; midstream focuses on beverage formulation, blending, bottling or canning, quality control, and regulatory compliance; downstream demand comes from retail consumers, bars and nightlife venues, convenience stores, e-commerce platforms, and wellness-oriented beverage distributors. In 2025, the average selling price of hangover cure drinks is approximately US\$2.8 per unit, with global sales volume reaching around 1.65 billion units. The industry maintains a gross margin of 35%–55%, supported by functional beverage positioning and premium ingredient branding.

The hangover recovery beverage segment is expanding as consumers seek wellness-oriented solutions for alcohol recovery. Products featuring natural ingredients, herbal extracts, and electrolyte blends are gaining popularity among younger consumers.

Ready-to-drink formats dominate the market due to convenience, while powder sachets and functional shots are emerging as alternative delivery formats. Regulatory scrutiny around health claims remains a key factor shaping product marketing strategies.

This report is a detailed and comprehensive analysis for global Hangover Cure Drink market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. 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 Hangover Cure Drink market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Hangover Cure Drink market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Hangover Cure Drink market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Hangover Cure Drink market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 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 Hangover Cure 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 Hangover Cure 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 Morning Recovery, Flyby, Cheers Health, DOTSHOT, Liquid I.V., Rally Labs, Blowfish, Abbott (Pedialyte), Coca-Cola, PepsiCo, etc.

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

## **Market Segmentation**

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

### Market segment by Type

Bubble Type

Non-foaming Type

### Market segment by Ingredient Type

Vitamin-Based

Herbal Extract

Electrolyte-Based

Amino Acid-Based

### Market segment by Application Scenario

Pre-Drinking

Post-Drinking

## Market segment by Application

Supermarket

Convenience Store

Online Sales

Other

## Major players covered

Morning Recovery

Flyby

Cheers Health

DOTSHOT

Liquid I.V.

Rally Labs

Blowfish

Abbott (Pedialyte)

Coca-Cola

PepsiCo

Nongfu Spring

Wahaha

Eastroc Beverage

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 Hangover Cure Drink product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the Hangover Cure 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 Application, with sales market share and growth rate by Type, by Application, 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 Hangover Cure Drink market forecast, by regions, by Type, and by Application, 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 Hangover Cure Drink.

Chapter 14 and 15, to describe Hangover Cure Drink sales channel, distributors,

customers, research findings and conclusion.

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