

Ginger Beer Market Size, Share & Trends Analysis Report By Type (Alcoholic, Non-alcoholic), By Flavor (Original, Flavored), By Distribution Channel, By Region, And Segment Forecasts, 2022 - 2030

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Abstracts

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Ginger Beer Market Growth & Trends

The global ginger beer market size is expected to reach USD 8.13 billion by 2030, according to a new report by Grand View Research, Inc. It is expected to expand at a CAGR of 7.1% from 2022 to 2030. The increasing adoption of sweetened and carbonated drinks such as ginger beer among consumers is expected to drive the market demand in the forecast period. According to an article published by TASTEWISE, in September 2021, ginger beer is consumed 1.5 times on average every year. In addition, various establishments such as microbreweries and brewpubs are expected to foster market growth in the forecast period.

Shifting consumer preference from high-calorie towards low-calorie beverages such as ginger beer is expected to drive the market in the forecast period. Key manufacturers in the market are launching new products to meet the growing consumer demand. For instance, in April 2020, James Squire, Lion's craft beer brand, launched an alcoholic ginger beer, crafted using Australian ginger. The beer was created in response to the growing consumer demand for more refreshing and easy-to-drink options.

The non-alcoholic type segment emerged as the largest segment in 2021 and is expected to maintain its lead in the forecast period. The increasing adoption of trendy lifestyles among consumers has led to the growth of non-alcoholic beverages and other

related products and forms. According to an article published in The Food Institute, in May 2021, approximately 71% of consumers prefer low or no alcoholic beverages and are likely to continue the trend for the same year. Another key factor contributing to market growth is the availability of lower sugar content beer, which is expected to accelerate the market growth.

The off-trade distribution channel is expected to emerge as the fastest-growing segment over the forecast period. Increasing offers and discounts by retail stores such as supermarkets, hypermarkets, and convenience stores to the existing and loyal customers would help increase the sales of the products in the coming years. Furthermore, the availability of products in different packs such as 12 Fl Oz and 16 Fl Oz in different retail stores such as Walmart would provide consumers with options to choose from. Major players in the global market include a combination of a few established players and a few developing players. Various product offerings and new ginger beer launches by these brands will fuel the market growth.

Ginger Beer Market Report Highlights

North America held the largest revenue share in 2021. The increasing launches of flavored ginger beer in the U.S. will support the market growth in the region

The alcoholic type segment is projected to register the fastest growth rate during the forecast period as these products have low alcohol content, thus fulfilling consumers' demand

By flavor, the flavored segment is estimated to witness the fastest growth during the forecast period owing to the availability of various types of flavored ginger beer such as hibiscus and lemon

The off-trade distribution channel is predicted to become the fastest-growing segment during the forecast period owing to the availability of a wide range of products in retail stores

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