

Global Bitters Market Professional Survey 2019 by Manufacturers, Regions, Types and Applications, Forecast to 2024

<https://marketpublishers.com/r/GEDD6B04F60AEN.html>

Date: January 2020

Pages: 186

Price: US\$ 2,600.00 (Single User License)

ID: GEDD6B04F60AEN

Abstracts

In this report, we analyze the Bitters industry from two aspects. One part is about its production and the other part is about its consumption. In terms of its production, we analyze the production, revenue, gross margin of its main manufacturers and the unit price that they offer in different regions from 2014 to 2019. In terms of its consumption, we analyze the consumption volume, consumption value, sale price, import and export in different regions from 2014 to 2019. We also make a prediction of its production and consumption in coming 2019-2024.

At the same time, we classify different Bitters based on their definitions. Upstream raw materials, equipment and downstream consumers analysis is also carried out. What is more, the Bitters industry development trends and marketing channels are analyzed.

Finally, the feasibility of new investment projects is assessed, and overall research conclusions are offered.

Key players in global Bitters market include:

Market Segment by Manufacturers, this report covers

Mast-Jagermeister (Germany)

Fratelli Branca (Fernet Branca) (Italy)

Stock Spirits Group PLC (Czech Republic)

Gruppo Campari (Campari, Aperol, Cynar, Amaro Braulio and Averna) (Italy)

Angostura Bitters (France)

Underberg AG (Germany)

Gammel Dansk (Denmark)

Kuemmerling KG (Germany)

Unicum (Hungary)
Scrappy's Bitters (US)
Pernod Ricard (Ramazzotti, Fernet Capri) (France)

Market segmentation, by product types:

Cocktail Bitters
Aperitif Bitters
Digestif Bitters
Medicinal Bitters

Market segmentation, by applications:

Restaurant Service
Retail Service

Market segmentation, by regions:

North America
Europe
Asia Pacific
Middle East & Africa
Latin America

The report can answer the following questions:

1. What is the global (North America, South America, Europe, Africa, Middle East, Asia, China, Japan) production, production value, consumption, consumption value, import and export of Bitters?
2. Who are the global key manufacturers of Bitters industry? How are their operating situation (capacity, production, price, cost, gross and revenue)?
3. What are the types and applications of Bitters? What is the market share of each type and application?
4. What are the upstream raw materials and manufacturing equipment of Bitters? What is the manufacturing process of Bitters?
5. Economic impact on Bitters industry and development trend of Bitters industry.
6. What will the Bitters market size and the growth rate be in 2024?
7. What are the key factors driving the global Bitters industry?
8. What are the key market trends impacting the growth of the Bitters market?
9. What are the Bitters market challenges to market growth?
10. What are the Bitters market opportunities and threats faced by the vendors in the global Bitters market?

Objective of Studies:

1. To provide detailed analysis of the market structure along with forecast of the various segments and sub-segments of the global Bitters market.
2. To provide insights about factors affecting the market growth. To analyze the Bitters market based on various factors- price analysis, supply chain analysis, Porter five force analysis etc.
3. To provide historical and forecast revenue of the market segments and sub-segments with respect to four main geographies and their countries- North America, Europe, Asia, Latin America and Rest of the World.
4. To provide country level analysis of the market with respect to the current market size and future prospective.
5. To provide country level analysis of the market for segment by application, product type and sub-segments.
6. To provide strategic profiling of key players in the market, comprehensively analyzing their core competencies, and drawing a competitive landscape for the market.
7. To track and analyze competitive developments such as joint ventures, strategic alliances, mergers and acquisitions, new product developments, and research and developments in the global Bitters market.

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Figure Latin America Consumption Value (M USD) and Growth Rate of Bitters 2019-2024
Figure Supply Chain Relationship Analysis of Bitters

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