

# Alcoholic Beverages Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

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## Abstracts

The global alcoholic beverages market reached a value of US\$ 1,516.5 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 1,756.3 Billion by 2027, exhibiting a CAGR of 2.7% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic. These insights are included in the report as a major market contributor.

An alcoholic beverage is a drink that is made by mixing ethanol with fermented fruits, grains and sugar. Wines and ciders are made using a fermented fruit base, while beers and spirits are manufactured by fermenting barley and rye respectively. The alcoholic content and flavor of the beverage are affected by how long it is stored to age and the container in which it is fermented. Alcoholic beverages are widely consumed as rejuvenating and recreational drinks.

Innovations and advancements in the manufacturing of vodka, flavored wine, beer and cocktail, coupled with the changing lifestyles of consumers, their beverage preferences, and increase in the number of breweries and wineries worldwide are aiding the growth of the market. Additionally, the demand for premium and super-premium alcoholic beverages is growing at a significant rate across both developed and emerging economies. The growing trend of socializing and mid-week/weekend parties among young and working professionals has also positively influenced the market. With increasing urbanization, premium beverages are now being associated with class and sophistication that has resulted in consumers looking for unique and innovative drinking experiences. This has led to a rising inclination towards experimentation with different varieties of flavored alcohols and mixed beverages. Furthermore, factors such as

growth in the food and beverage industry, rising rate of social media and internet penetration, and improving distribution and retail channels are also contributing to the market growth.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global alcoholic beverages market, along with forecasts at the global and regional level from 2022-2027. Our report has categorized the market based on category, alcoholic content, flavour, packaging type and distribution channel.

#### Breakup by Category:

- Beer
- Wine
- Still Light Wine
- Sparkling Wine
- Spirits
- Baijiu
- Vodka
- Whiskey
- Rum
- Liqueurs
- Gin
- Tequila
- Others

#### Breakup by Alcoholic Content:

- High
- Medium
- Low

#### Breakup by Flavour:

- Unflavoured
- Flavoured

#### Breakup by Packaging Type:

Glass Bottles  
Tins  
Plastic Bottles  
Others

#### Breakup by Distribution Channel:

Supermarkets and Hypermarkets  
On-Trade  
Specialist Retailers  
Online  
Convenience Stores  
Others

#### Breakup by Region:

North America  
Europe  
Asia Pacific  
Middle East and Africa  
Latin America

#### Competitive Landscape:

The report has also analysed the competitive landscape of the market with some of the key players being Anheuser-Busch InBev SA/NV, MillerCoors (Molson Coors Brewing Company), Heineken Holdings N.V., Carlsberg Breweries A/S, Diageo plc, Bacardi & Company Limited, Olvi Oyj, Tsingtao Brewery Company Limited, Beijing Yanjing Brewery Co. Ltd., and Kirin Holdings Company, Limited, etc.

#### Key Questions Answered in This Report:

How has the global alcoholic beverages market performed so far and how will it perform in the coming years?

What are the key regional markets in the global alcoholic beverages industry?

What has been the impact of COVID-19 on the global alcoholic beverages market?

What is the breakup of the market based on the category?

What is the breakup of the market based on the alcoholic content?

What is the breakup of the market based on the flavour?

What is the breakup of the market based on the packaging type?

What is the breakup of the market based on the distribution channel?

What are the various stages in the value chain of the global alcoholic beverages

industry?

What are the key driving factors and challenges in the global alcoholic beverages industry?

What is the structure of the global alcoholic beverages industry and who are the key players?

What is the degree of competition in the global alcoholic beverages industry?

What are the profit margins in the alcoholic beverages industry?

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