

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

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## Abstracts

The global brandy market size reached US\$ 23.7 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 33.4 Billion by 2027, exhibiting a growth rate (CAGR) of 5.77% 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.

Brandy is a spirit or distillate made from wine, fruit juices and mashes containing 35-60% alcohol content. It is aged in oak barrels for 3-20 years with additional caramel coloring and flavors. As it contains antibacterial, antioxidant, and polyphenolic compounds, its moderate consumption can provide multiple health benefits, such as increasing immunity, improving heart health, slowing aging, reducing cancer risk, and soothing cold and cough. It is widely consumed as a digestive and base spirit in cocktails and used in culinary arts to flavor soups, de-glaze pans, flambe desserts and dishes, and produce sauces, cakes, puddings and butter.

### Brandy Market Trends:

The increasing adoption of cocktail culture, in confluence with the rising trend of socializing at restaurants and bars, especially among young individuals, represents one of the significant factors impelling the global brandy market growth. Moreover, the growing popularity of premiumization in the food and beverage (F&B) industry, along with the escalating preference for gourmet cooking, acts as another major growth-inducing factor. Besides this, the rising demand for organic variants, expanding food tourism and culinary services are also contributing to the market growth. However, the market is currently experiencing negative growth due to the spread of the coronavirus disease (COVID-19), the imposition of lockdowns by governments of several countries

and temporary closure of restaurants and bars. This has led to a decline in the on-premises consumption of brandy around the world. The market is expected to revive once these restrictions are relaxed.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global brandy market report, along with forecasts at the global, regional and country level from 2022-2027. Our report has categorized the market based on product type, price and distribution channel.

#### Breakup by Product Type:

- Grape Brandy
- Cognac
- Armagnac
- Fruit Brandy
- Others

#### Breakup by Price:

- Value
- High-End Premium
- Super Premium
- Premium

#### Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Exclusive Stores
- On-Trade
- Others

#### Breakup by Region:

- North America
- United States
- Canada
- Asia Pacific
- China

Japan  
India  
South Korea  
Australia  
Indonesia  
Others  
Europe  
Germany  
France  
United Kingdom  
Italy  
Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

#### Competitive Landscape:

The report has also analysed the competitive landscape of the market with some of the key players being Courvoisier Cognac (Beam Suntory Inc.), Diageo Plc, E. & J. Gallo Winery, Emperador (Alliance Global Group, Inc.), F. Korbel & Bros., Martell, Speciality Brands Ltd., Remy Cointreau, Thomas HINE & Co.(EDV SAS), and Yantai Changyu Pioneer Wine Company Limited.

#### Key Questions Answered in This Report

1. What is the market size for the global brandy market?
2. What is the global brandy market growth?
3. What are the global brandy market drivers?
4. What are the key industry trends in the global brandy market?
5. What is the impact of COVID-19 on the global brandy market?
6. What is the global brandy market breakup by price?
7. What is the global brandy market breakup by distribution channel?
8. What are the major regions in the global brandy market?
9. Who are the key companies/players in the global brandy market?

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