

Hard Seltzer Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global hard seltzer market size reached US\$ 6.3 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 13.5 Billion by 2028, exhibiting a growth rate (CAGR) of 13.46% during 2023-2028.

Hard seltzer is a carbonated or sparkling beverage similar to beer, with almost 5% alcohol by volume. It is made from brewed cane sugar or malted rice, along with soda water and flavorings. Nowadays, hard seltzer is available in various flavors such as lemon, watermelon, lime, strawberry, passionfruit, pomegranate, and tangerine. It is considered a healthy alternative to regular alcoholic drinks as it is gluten-free with a low calorie, carbohydrate and sugar content. As a result, it is gaining popularity among health-conscious consumers and people suffering from allergies, and celiac, inflammatory and auto-immune diseases.

The global hard seltzer market is primarily driven by the shifting consumer preferences toward beverages with a low alcohol by volume (ABV) content. The growing popularity of flavored alcoholic beverages and healthier alternatives has resulted in high demand for ready-to-drink sparkling beverages, such as hard seltzer, across the globe. Besides this, several manufacturers are introducing innovative product variants to expand their existing portfolio. For instance, Sudwerk Brewing Co., a California-based company, launched Life Is Hard Seltzer in May 2020 in black cherry, grapefruit and passionfruit flavors. It is fermented using sugar and yeast and then flavored with natural fruit concentrates. The leading alcohol companies are also developing 100% natural hard seltzer free from artificial preservatives, flavorings, or sweeteners. Furthermore, with the rising environmental concerns, manufacturers are launching new packaging designs that are portable and recyclable.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global hard seltzer market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on ABV content, packaging material, distribution channel and flavour.

Breakup by ABV Content:

- 1% to 4.9%
- 5% to 6.9%
- 7% and Above

Breakup by Packaging Material:

- Cans
- Glass
- Others

Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Online Stores
- Others

Breakup by Flavour:

- Cherry
- Grapefruit
- Mango
- Lime
- 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 competitive landscape of the industry has also been examined along with the profiles of the key players being Anheuser-Busch InBev, Barefoot Cellars (E. & J. Gallo Winery), Blue Marble Cocktails Inc., Ficks & Co, Future Proof Brands LLC, Hard Seltzer Beverage Company LLC (The Boston Beer Company Inc), Lift Bridge Brewing Co., Oskar Blues Brewery and White Claw Hard Seltzer.

Key Questions Answered in This Report

1. What was the size of the global hard seltzer market in 2022?
2. What is the expected growth rate of the global hard seltzer market during 2023-2028?
3. What are the key factors driving the global hard seltzer market?
4. What has been the impact of COVID-19 on the global hard seltzer market?
5. What is the breakup of the global hard seltzer market based on the ABV content?
6. What is the breakup of the global hard seltzer market based on the packaging material?
7. What is the breakup of the global hard seltzer market based on the distribution channel?
8. What is the breakup of the global hard seltzer market based on the flavour?

9. What are the key regions in the global hard seltzer market?
10. Who are the key players/companies in the global hard seltzer market?

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