

# **Hard Seltzer Market Report by ABV Content (1% to 4.9%, 5% to 6.9%, 7% and Above), Packaging Material (Cans, Glass, and Others), Distribution Channel (Supermarkets and Hypermarkets, Online Stores, and Others), Flavor (Cherry, Grapefruit, Mango, Lime, and Others), and Region 2024-2032**

<https://marketpublishers.com/r/H5DB387AAD07EN.html>

Date: January 2024

Pages: 139

Price: US\$ 3,899.00 (Single User License)

ID: H5DB387AAD07EN

## **Abstracts**

The global hard seltzer market size reached US\$ 7.1 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 20.0 Billion by 2032, exhibiting a growth rate (CAGR) of 11.8% during 2024-2032. The increasing consumer preference for low-calorie and gluten-free beverages, the rising trend of health and wellness, the growing appeal of diverse and refreshing flavors, the convenience factor of ready-to-drink packaging, the influence of social media and celebrity endorsements, and the accelerated demand during the COVID-19 pandemic are factors propelling the market growth.

Hard seltzer, akin to beer, is a sparkling beverage boasting an alcohol content of approximately 5% by volume. This invigorating drink is crafted from brewed cane sugar or malted rice, skillfully blended with soda water, and infused with different flavorings. It is known for its low calorie and low carbohydrate content, making them a preferred choice for health-conscious consumers. Typically, it contains fewer carbohydrates and calories compared to other alcoholic beverages like beer and wine. Additionally, hard seltzers are often gluten-free, making them suitable for individuals with gluten sensitivities. Currently, various types of hard seltzers are available, with a wide array of flavors ranging from citrus to berry, catering to diverse taste preferences.

The global hard seltzer market is influenced by shifting consumer preference for low-

calorie and gluten-free alcoholic beverages. This is further supported by the rising trend of health and wellness, coupled with the perception of hard seltzers as a lighter option. Moreover, the escalating demand for diverse and refreshing flavors due to inflating consumer per capita income is accelerating the market growth. Apart from this, the influence of social media and celebrity endorsements has boosted the visibility and adoption of hard seltzers, which is providing a boost to the market growth. Furthermore, the increasing focus on sustainability has compelled key players to use eco-friendly packaging to resonate with environmentally conscious consumers, which, in turn, is facilitating the market growth. In line with this, the expansion of distribution channels, both online and offline, and rapid technological advancements are propelling the market growth.

#### Hard Seltzer Market Trends/Drivers:

##### Increasing consumer preference for low-calorie and gluten-free beverages

The global hard seltzer market has experienced robust growth due to the rising consumer preference for low-calorie and gluten-free alcoholic beverages. Health-conscious consumers are increasingly seeking options that align with their wellness goals without compromising on taste and enjoyment. Hard seltzers, typically made with carbonated water, alcohol, and natural flavors, present an attractive proposition as they are often perceived as lighter and less calorically dense compared to traditional alcoholic beverages like beer or cocktails. Furthermore, the inclusion of gluten-free ingredients in hard seltzers caters to individuals with gluten sensitivities or those who follow gluten-free diets, broadening the appeal of these products to a wider audience.

##### Rising trend of health and wellness

The growth of the global hard seltzer market can also be attributed to the prevailing trend of health and wellness among consumers. As people become more health-conscious and prioritize their well-being, there is a growing demand for beverages that align with their healthy lifestyle choices. Hard seltzers have gained popularity as they are often marketed as a healthier alternative to traditional alcoholic drinks. The perception of hard seltzers as a lighter option with lower alcohol content appeals to consumers who seek moderation in their alcohol consumption. Additionally, some hard seltzers are infused with natural ingredients like real fruit extracts, adding a touch of nutritional value and a refreshing taste. The positive association between hard seltzers and healthier lifestyle choices has resulted in increased adoption among consumers who wish to enjoy alcoholic beverages without compromising their commitment to personal wellness.

## Appeal of diverse and refreshing flavors

The global hard seltzer market's expansion has been further driven by the appeal of diverse and refreshing flavors. Manufacturers have recognized the importance of offering a wide range of flavor options to cater to varying consumer tastes and preferences. Traditional fruit flavors like lemon, lime, and berry remain popular, but the market has evolved to include more exotic and innovative options, such as tropical fruits, herbs, and botanical infusions. The availability of these exciting flavor profiles has piqued consumer curiosity and contributed to increased consumption. Additionally, hard seltzers often carry a clean and crisp taste, making them easy to enjoy both on their own and as mixers in cocktails. The continuous product innovation and flavor experimentation in the hard seltzer segment has fostered a sense of exploration and novelty among consumers, driving sustained interest in these beverages across different demographics.

### Hard Seltzer Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global hard seltzer market report, along with forecasts at the global, regional and country levels from 2024-2032. Our report has categorized the market based on ABV content, packaging material, distribution channel and flavor.

### Breakup by ABV Content:

1% to 4.9%

5% to 6.9%

7% and Above

5% to 6.9% dominates the market

The report has provided a detailed breakup and analysis of the market based on the ABV content. This includes 1% to 4.9%, 5% to 6.9%, and 7% and above. According to the report, 5% to 6.9% represented the largest segment.

The 5 to 6.9% ABV segment has emerged as the dominant force in the global hard seltzer market, driven by the moderate alcohol content of this segment that appeals to a broad range of consumers. Additionally, the segment's popularity is fueled by its versatility in pairing with various flavors, allowing for a diverse range of taste profiles that attract a wide audience. Moreover, the 5 to 6.9% ABV aligns well with the health

and wellness trend, as it offers a moderate alcohol intake for consumers who prioritize responsible drinking and mindful indulgence. Furthermore, the segment's position as a socially acceptable choice for various occasions contributes to its widespread adoption. In line with this, the strategic pricing and accessibility in the market make it an appealing option for consumers seeking an approachable and satisfying alcoholic beverage, propelling its dominance and continued growth.

#### Breakup by Packaging Material:

- Cans
- Glass
- Others

Cans hold the largest share in the market

A detailed breakup and analysis of the market based on the packaging material has also been provided in the report. This includes cans, glass, and others. According to the report, cans represented the largest segment.

The dominance of the cans segment in the global hard seltzer market can be attributed to several key drivers. Cans offer convenience and portability, making them an ideal choice for on-the-go consumers seeking a ready-to-drink option. The lightweight and easily stackable nature of cans also enhances their appeal for outdoor activities and social gatherings. Additionally, cans provide better protection against light and oxygen, preserving the quality and taste of the beverage, which is crucial for a product like hard seltzer that heavily relies on flavor profiles. In line with this, cans are more environmentally friendly compared to other packaging formats, aligning with the growing consumer consciousness towards sustainability. Additionally, the canning process allows for efficient production and distribution, contributing to cost-effectiveness and wider availability of hard seltzers. Furthermore, branding opportunities on cans enable companies to establish a strong visual presence, influencing consumer perception and brand loyalty.

#### Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Online Stores
- Others

Supermarkets and hypermarkets dominate the market

The report has provided a detailed breakup and analysis of the market based on the distribution channel. This includes supermarkets and hypermarkets, online stores, and others. According to the report, supermarkets and hypermarkets represented the largest segment.

The dominance of supermarkets and hypermarkets in the global hard seltzer market can be attributed to several key drivers, including the extensive reach and widespread presence of these retail formats. Moreover, the ability of these outlets to offer a diverse range of products under one roof allows for greater visibility and exposure of hard seltzer brands to potential customers. In line with this, these retail giants often leverage their strong marketing and promotional capabilities to create awareness and attract consumers towards hard seltzers, thereby boosting sales. Additionally, their established supply chain and distribution networks ensure a steady and efficient flow of products to meet growing demand. Furthermore, hypermarkets and supermarkets often engage in partnerships and collaborations with key manufacturers to offer exclusive product lines, driving customer loyalty and repeat purchases. Apart from this, these retail channels capitalize on consumer preferences for one-stop shopping experiences, positioning hard seltzers as a convenient addition to their beverage offerings.

Breakup by Flavor:

- Cherry
- Grapefruit
- Mango
- Lime
- Others

Cherry holds the largest share in the market

A detailed breakup and analysis of the market based on the flavor has also been provided in the report. This includes cherry, grapefruit, mango, lime, and others. According to the report, cherry represented the largest segment.

The dominance of the cherry segment in the global hard seltzer market can be attributed to several key drivers. Cherries offer a popular and familiar flavor profile that resonates with a wide range of consumers. Moreover, cherry's natural color and sweetness and associated antioxidant properties contribute to its perception as a

healthier choice, aligning with the health and wellness trend. Additionally, effective marketing strategies by major players in the industry have heightened consumer awareness and preference for cherry-flavored hard seltzers. Moreover, the versatility of cherry as a mixable ingredient in cocktails has broadened its appeal among cocktail enthusiasts, further boosting its market share. Furthermore, the cherry segment's growth is supported by its availability in various packaging sizes, catering to different consumption occasions. Apart from this, the cherry's suitability for seasonal promotions and limited-edition releases creates excitement and sustains consumer interest, solidifying its dominance in the competitive hard seltzer market.

#### 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

North America exhibits a clear dominance, accounting for the largest hard seltzer market share

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America accounted for the largest market share.

North America's dominant position in the global hard seltzer market can be attributed to the region's consumers that have shown a strong preference for healthier beverage options. Moreover, the rising health and wellness trend has significantly influenced consumer choices, with many individuals seeking lighter, refreshing, and less calorically dense alcoholic options. Additionally, the availability of diverse and innovative flavors in the North American market has resonated with consumers, appealing to their sense of novelty and taste exploration. In line with this, the region's well-established beverage industry and distribution networks have facilitated easy market penetration and accessibility for hard seltzer products. Furthermore, the active presence of influential social media platforms and celebrity endorsements has played a crucial role in promoting hard seltzers, thereby fueling their popularity. Apart from this, the adaptability of hard seltzers to fit various social occasions and their convenience for on-the-go consumption have contributed to North America's dominance in this rapidly expanding market.

#### Competitive Landscape:

The competitive landscape of the global hard seltzer market is characterized by intense rivalry among key players striving to capture a significant market share. As the demand for hard seltzers continues to surge, numerous established beverage companies and new entrants are vying for consumer attention and loyalty. Companies are engaged in continuous product innovation, introducing diverse flavors and packaging formats to cater to evolving consumer preferences. Brand positioning and marketing strategies play a pivotal role in differentiating offerings in this crowded market. Additionally, distribution networks and strategic partnerships are critical factors in expanding market reach. Amidst this competition, companies are also closely monitoring regulatory developments and sustainability practices to align with consumer values and compliance standards. As the market evolves, building brand reputation, ensuring product quality, and maintaining consumer trust will be vital for companies to thrive and secure a competitive edge in the dynamic hard seltzer landscape.

The report has provided a comprehensive analysis of the competitive landscape in the

market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

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

White Claw Hard Seltzer

Recent Developments:

In May 2020, White Claw introduced White Claw 70, a line of hard seltzers that come in two flavors and contain 70 calories each. The alcohol content of White Claw 70 is set at 4%, which is marginally less than the standard ABV of 5%.

#### Key Questions Answered in This Report

1. What was the size of the global hard seltzer market in 2023?
2. What is the expected growth rate of the global hard seltzer market during 2024-2032?
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 flavor?
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?



## Contents

### 1 PREFACE

### 2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
  - 2.3.1 Primary Sources
  - 2.3.2 Secondary Sources
- 2.4 Market Estimation
  - 2.4.1 Bottom-Up Approach
  - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

### 3 EXECUTIVE SUMMARY

### 4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

### 5 GLOBAL HARD SELTZER MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

### 6 MARKET BREAKUP BY ABV CONTENT

- 6.1 1% to 4.9%
  - 6.1.1 Market Trends
  - 6.1.2 Market Forecast
- 6.2 5% to 6.9%
  - 6.2.1 Market Trends

- 6.2.2 Market Forecast
- 6.3 7% and Above
  - 6.3.1 Market Trends
  - 6.3.2 Market Forecast

## **7 MARKET BREAKUP BY PACKAGING MATERIAL**

- 7.1 Cans
  - 7.1.1 Market Trends
  - 7.1.2 Market Forecast
- 7.2 Glass
  - 7.2.1 Market Trends
  - 7.2.2 Market Forecast
- 7.3 Others
  - 7.3.1 Market Trends
  - 7.3.2 Market Forecast

## **8 MARKET BREAKUP BY DISTRIBUTION CHANNEL**

- 8.1 Supermarkets and Hypermarkets
  - 8.1.1 Market Trends
  - 8.1.2 Market Forecast
- 8.2 Online Stores
  - 8.2.1 Market Trends
  - 8.2.2 Market Forecast
- 8.3 Others
  - 8.3.1 Market Trends
  - 8.3.2 Market Forecast

## **9 MARKET BREAKUP BY FLAVOR**

- 9.1 Cherry
  - 9.1.1 Market Trends
  - 9.1.2 Market Forecast
- 9.2 Grapefruit
  - 9.2.1 Market Trends
  - 9.2.2 Market Forecast
- 9.3 Mango
  - 9.3.1 Market Trends

- 9.3.2 Market Forecast
- 9.4 Lime
  - 9.4.1 Market Trends
  - 9.4.2 Market Forecast
- 9.5 Others
  - 9.5.1 Market Trends
  - 9.5.2 Market Forecast

## **10 MARKET BREAKUP BY REGION**

- 10.1 North America
  - 10.1.1 United States
    - 10.1.1.1 Market Trends
    - 10.1.1.2 Market Forecast
  - 10.1.2 Canada
    - 10.1.2.1 Market Trends
    - 10.1.2.2 Market Forecast
- 10.2 Asia-Pacific
  - 10.2.1 China
    - 10.2.1.1 Market Trends
    - 10.2.1.2 Market Forecast
  - 10.2.2 Japan
    - 10.2.2.1 Market Trends
    - 10.2.2.2 Market Forecast
  - 10.2.3 India
    - 10.2.3.1 Market Trends
    - 10.2.3.2 Market Forecast
  - 10.2.4 South Korea
    - 10.2.4.1 Market Trends
    - 10.2.4.2 Market Forecast
  - 10.2.5 Australia
    - 10.2.5.1 Market Trends
    - 10.2.5.2 Market Forecast
  - 10.2.6 Indonesia
    - 10.2.6.1 Market Trends
    - 10.2.6.2 Market Forecast
  - 10.2.7 Others
    - 10.2.7.1 Market Trends
    - 10.2.7.2 Market Forecast

## 10.3 Europe

### 10.3.1 Germany

10.3.1.1 Market Trends

10.3.1.2 Market Forecast

### 10.3.2 France

10.3.2.1 Market Trends

10.3.2.2 Market Forecast

### 10.3.3 United Kingdom

10.3.3.1 Market Trends

10.3.3.2 Market Forecast

### 10.3.4 Italy

10.3.4.1 Market Trends

10.3.4.2 Market Forecast

### 10.3.5 Spain

10.3.5.1 Market Trends

10.3.5.2 Market Forecast

### 10.3.6 Russia

10.3.6.1 Market Trends

10.3.6.2 Market Forecast

### 10.3.7 Others

10.3.7.1 Market Trends

10.3.7.2 Market Forecast

## 10.4 Latin America

### 10.4.1 Brazil

10.4.1.1 Market Trends

10.4.1.2 Market Forecast

### 10.4.2 Mexico

10.4.2.1 Market Trends

10.4.2.2 Market Forecast

### 10.4.3 Others

10.4.3.1 Market Trends

10.4.3.2 Market Forecast

## 10.5 Middle East and Africa

10.5.1 Market Trends

10.5.2 Market Breakup by Country

10.5.3 Market Forecast

## 11 SWOT ANALYSIS

- 11.1 Overview
- 11.2 Strengths
- 11.3 Weaknesses
- 11.4 Opportunities
- 11.5 Threats

## **12 VALUE CHAIN ANALYSIS**

## **13 PORTERS FIVE FORCES ANALYSIS**

- 13.1 Overview
- 13.2 Bargaining Power of Buyers
- 13.3 Bargaining Power of Suppliers
- 13.4 Degree of Competition
- 13.5 Threat of New Entrants
- 13.6 Threat of Substitutes

## **14 PRICE ANALYSIS**

## **15 COMPETITIVE LANDSCAPE**

- 15.1 Market Structure
- 15.2 Key Players
- 15.3 Profiles of Key Players
  - 15.3.1 Anheuser-Busch InBev
    - 15.3.1.1 Company Overview
    - 15.3.1.2 Product Portfolio
    - 15.3.1.3 Financials
    - 15.3.1.4 SWOT Analysis
  - 15.3.2 Barefoot Cellars (E. & J. Gallo Winery)
    - 15.3.2.1 Company Overview
    - 15.3.2.2 Product Portfolio
  - 15.3.3 Blue Marble Cocktails Inc.
    - 15.3.3.1 Company Overview
    - 15.3.3.2 Product Portfolio
  - 15.3.4 Ficks & Co
    - 15.3.4.1 Company Overview

- 15.3.4.2 Product Portfolio
- 15.3.5 Future Proof Brands LLC
  - 15.3.5.1 Company Overview
  - 15.3.5.2 Product Portfolio
- 15.3.6 Hard Seltzer Beverage Company LLC (The Boston Beer Company Inc)
  - 15.3.6.1 Company Overview
  - 15.3.6.2 Product Portfolio
- 15.3.7 Lift Bridge Brewing Co.
  - 15.3.7.1 Company Overview
  - 15.3.7.2 Product Portfolio
- 15.3.8 Oskar Blues Brewery
  - 15.3.8.1 Company Overview
  - 15.3.8.2 Product Portfolio
- 15.3.9 White Claw Hard Seltzer
  - 15.3.9.1 Company Overview
  - 15.3.9.2 Product Portfolio

## List Of Tables

### LIST OF TABLES

Table 1: Global: Hard Seltzer Market: Key Industry Highlights, 2023 and 2032

Table 2: Global: Hard Seltzer Market Forecast: Breakup by ABV Content (in Million US\$), 2024-2032

Table 3: Global: Hard Seltzer Market Forecast: Breakup by Packaging Material (in Million US\$), 2024-2032

Table 4: Global: Hard Seltzer Market Forecast: Breakup by Distribution Channel (in Million US\$), 2024-2032

Table 5: Global: Hard Seltzer Market Forecast: Breakup by Flavor (in Million US\$), 2024-2032

Table 6: Global: Hard Seltzer Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 7: Global: Hard Seltzer Market: Competitive Structure

Table 8: Global: Hard Seltzer Market: Key Players

## List Of Figures

### LIST OF FIGURES

Figure 1: Global: Hard Seltzer Market: Major Drivers and Challenges

Figure 2: Global: Hard Seltzer Market: Sales Value (in Billion US\$), 2018-2023

Figure 3: Global: Hard Seltzer Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 4: Global: Hard Seltzer Market: Breakup by ABV Content (in %), 2023

Figure 5: Global: Hard Seltzer Market: Breakup by Packaging Material (in %), 2023

Figure 6: Global: Hard Seltzer Market: Breakup by Distribution Channel (in %), 2023

Figure 7: Global: Hard Seltzer Market: Breakup by Flavor (in %), 2023

Figure 8: Global: Hard Seltzer Market: Breakup by Region (in %), 2023

Figure 9: Global: Hard Seltzer (1% to 4.9%) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 10: Global: Hard Seltzer (1% to 4.9%) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 11: Global: Hard Seltzer (5% to 6.9%) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 12: Global: Hard Seltzer (5% to 6.9%) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 13: Global: Hard Seltzer (7% and Above) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 14: Global: Hard Seltzer (7% and Above) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 15: Global: Hard Seltzer (Cans) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 16: Global: Hard Seltzer (Cans) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 17: Global: Hard Seltzer (Glass) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 18: Global: Hard Seltzer (Glass) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 19: Global: Hard Seltzer (Other Packaging Materials) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 20: Global: Hard Seltzer (Other Packaging Materials) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 21: Global: Hard Seltzer (Supermarkets and Hypermarkets) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 22: Global: Hard Seltzer (Supermarkets and Hypermarkets) Market Forecast:



Sales Value (in Million US\$), 2024-2032

Figure 23: Global: Hard Seltzer (Online Stores) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 24: Global: Hard Seltzer (Online Stores) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 25: Global: Hard Seltzer (Other Distribution Channels) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 26: Global: Hard Seltzer (Other Distribution Channels) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 27: Global: Hard Seltzer (Cherry) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 28: Global: Hard Seltzer (Cherry) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 29: Global: Hard Seltzer (Grapefruit) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 30: Global: Hard Seltzer (Grapefruit) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 31: Global: Hard Seltzer (Mango) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 32: Global: Hard Seltzer (Mango) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 33: Global: Hard Seltzer (Lime) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 34: Global: Hard Seltzer (Lime) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 35: Global: Hard Seltzer (Other Flavors) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 36: Global: Hard Seltzer (Other Flavors) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 37: North America: Hard Seltzer Market: Sales Value (in Million US\$), 2018 & 2023

Figure 38: North America: Hard Seltzer Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 39: United States: Hard Seltzer Market: Sales Value (in Million US\$), 2018 & 2023

Figure 40: United States: Hard Seltzer Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 41: Canada: Hard Seltzer Market: Sales Value (in Million US\$), 2018 & 2023

Figure 42: Canada: Hard Seltzer Market Forecast: Sales Value (in Million US\$),

2024-2032

Figure 43: Asia-Pacific: Hard Seltzer Market: Sales Value (in Million US\$), 2018 & 2023

Figure 44: Asia-Pacific: Hard Seltzer Market Forecast: Sales Value (in Million US\$),  
2024-2032

Figure 45: China: Hard Seltzer Market: Sales Value (in Million US\$), 2018 & 2023

Figure 46: China: Hard Seltzer Market Forecast: Sales Value (in Million US\$),  
2024-2032

Figure 47: Japan: Hard Seltzer Market: Sales Value (in Million US\$), 2018 & 2023

Figure 48: Japan: Hard Seltzer Market Forecast: Sales Value (in Million US\$),  
2024-2032

Figure 49: India: Hard Seltzer Market: Sales Value (in Million US\$), 2018 & 2023

Figure 50: India: Hard Seltzer Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 51: South Korea: Hard Seltzer Market: Sales Value (in Million US\$), 2018 & 2023

Figure 52: South Korea: Hard Seltzer Market Forecast: Sales Value (in Million US\$),  
2024-2032

Figure 53: Australia: Hard Seltzer Market: Sales Value (in Million US\$), 2018 & 2023

Figure 54: Australia: Hard Seltzer Market Forecast: Sales Value (in Million US\$),  
2024-2032

Figure 55: Indonesia: Hard Seltzer Market: Sales Value (in Million US\$), 2018 & 2023

Figure 56: Indonesia: Hard Seltzer Market Forecast: Sales Value (in Million US\$),  
2024-2032

Figure 57: Others: Hard Seltzer Market: Sales Value (in Million US\$), 2018 & 2023

Figure 58: Others: Hard Seltzer Market Forecast: Sales Value (in Million US\$),  
2024-2032

Figure 59: Europe: Hard Seltzer Market: Sales Value (in Million US\$), 2018 & 2023

Figure 60: Europe: Hard Seltzer Market Forecast: Sales Value (in Million US\$),  
2024-2032

Figure 61: Germany: Hard Seltzer Market: Sales Value (in Million US\$), 2018 & 2023

Figure 62: Germany: Hard Seltzer Market Forecast: Sales Value (in Million US\$),  
2024-2032

Figure 63: France: Hard Seltzer Market: Sales Value (in Million US\$), 2018 & 2023

Figure 64: France: Hard Seltzer Market Forecast: Sales Value (in Million US\$),  
2024-2032

Figure 65: United Kingdom: Hard Seltzer Market: Sales Value (in Million US\$), 2018 &  
2023

Figure 66: United Kingdom: Hard Seltzer Market Forecast: Sales Value (in Million US\$),  
2024-2032

Figure 67: Italy: Hard Seltzer Market: Sales Value (in Million US\$), 2018 & 2023

Figure 68: Italy: Hard Seltzer Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 69: Spain: Hard Seltzer Market: Sales Value (in Million US\$), 2018 & 2023

Figure 70: Spain: Hard Seltzer Market Forecast: Sales Value (in Million US\$),  
2024-2032

Figure 71: Russia: Hard Seltzer Market: Sales Value (in Million US\$), 2018 & 2023

Figure 72: Russia: Hard Seltzer Market Forecast: Sales Value (in Million US\$),  
2024-2032

Figure 73: Others: Hard Seltzer Market: Sales Value (in Million US\$), 2018 & 2023

Figure 74: Others: Hard Seltzer Market Forecast: Sales Value (in Million US\$),  
2024-2032

Figure 75: Latin America: Hard Seltzer Market: Sales Value (in Million US\$), 2018 &  
2023

Figure 76: Latin America: Hard Seltzer Market Forecast: Sales Value (in Million US\$),  
2024-2032

Figure 77: Brazil: Hard Seltzer Market: Sales Value (in Million US\$), 2018 & 2023

Figure 78: Brazil: Hard Seltzer Market Forecast: Sales Value (in Million US\$),  
2024-2032

Figure 79: Mexico: Hard Seltzer Market: Sales Value (in Million US\$), 2018 & 2023

Figure 80: Mexico: Hard Seltzer Market Forecast: Sales Value (in Million US\$),  
2024-2032

Figure 81: Others: Hard Seltzer Market: Sales Value (in Million US\$), 2018 & 2023

Figure 82: Others: Hard Seltzer Market Forecast: Sales Value (in Million US\$),  
2024-2032

Figure 83: Middle East and Africa: Hard Seltzer Market: Sales Value (in Million US\$),  
2018 & 2023

Figure 84: Middle East and Africa: Hard Seltzer Market: Breakup by Country (in %),  
2023

Figure 85: Middle East and Africa: Hard Seltzer Market Forecast: Sales Value (in Million  
US\$), 2024-2032

Figure 86: Global: Hard Seltzer Industry: SWOT Analysis

Figure 87: Global: Hard Seltzer Industry: Value Chain Analysis

Figure 88: Global: Hard Seltzer Industry: Porter's Five Forces Analysis

## I would like to order

Product name: Hard Seltzer Market Report by ABV Content (1% to 4.9%, 5% to 6.9%, 7% and Above), Packaging Material (Cans, Glass, and Others), Distribution Channel (Supermarkets and Hypermarkets, Online Stores, and Others), Flavor (Cherry, Grapefruit, Mango, Lime, and Others), and Region 2024-2032

Product link: <https://marketpublishers.com/r/H5DB387AAD07EN.html>

Price: US\$ 3,899.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/H5DB387AAD07EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below  
and fax the completed form to +44 20 7900 3970