

# Liqueurs Market by Type (Neutrals/Bitters, Creams, Fruit Flavored, and Others), Packaging Type (Glass, PET Bottle, Metal Can, and Others), Distribution Channel (On-Trade, Off-Trade), and Region 2023-2028

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## Abstracts

The global liqueurs market size reached US\$ 123.4 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 151.6 Billion by 2028, exhibiting a growth rate (CAGR) of 3.70% during 2023-2028. The growing demand for high-quality liqueur beverages, rising adoption of flavored liqueurs in tequila-based cocktails, and continuous launch of novel product variants represent some of the key factors driving the market.

Liqueurs, also known as cordials, refer to flavored and diluted forms of liquors with a sweet taste and an alcohol content ranging from 15 to 30 percent by volume. They are prepared by mixing a base spirit, such as vodka, rum, or brandy, with fruits or herbs, which is then sweetened by adding sugar or syrup. They can be aged or bottled instantly and flavored using additional ingredients, including herbs, fruits, and oils. They are commonly available in different types, such as fruit, plant, and generic or flavored liqueurs. They can be either served straight, poured over ice, or mixed in numerous combinations comprising liquors, brandies, and cream. Liqueurs are often consumed neat or on rocks as an after-dinner drink and also used as flavorings in various dessert dishes due to their sweet taste. Besides this, they serve as the modifier or perfume of a cocktail and are added to coffee. As a result, liqueurs have gained immense popularity as recreational beverages owing to their alcohol content.

### Liqueurs Market Trends:

The shifting consumer inclination toward premium alcoholic drinks on account of inflating expenditure capacities, rapid urbanization, and elevating living standards

represents the primary factor driving the market growth. Moreover, there has been a significant rise in the consumption of high-quality liqueur beverages, especially among the expanding young-adult population. Along with this, the growing usage of flavored liqueurs in tequila-based cocktails due to their strong flavor profile has augmented the product demand. Besides this, the rising consumption of innovative fruit-based liqueur cocktails in exotic flavors, such as orange, cherries, plum, apple, pear, and melons, is positively influencing the market growth. Additionally, the increasing acceptance of alcohol in various societies, particularly across emerging nations, is contributing to the surging popularity of alcoholic drinks and liqueurs in social gatherings, parties, weddings, and graduation ceremonies. In line with this, the rising establishment of hotels, pubs, bars, and restaurants serving alcohol has catalyzed market growth. Furthermore, the leading manufacturers are focusing on expanding their product portfolios, adopting sustainable and aesthetically pleasing glass packaging for liqueurs, and investing in aggressive marketing strategies to attract a broader customer base. This, coupled with the increasing product applications in bakery and confectionery items, surging utilization of liqueurs as an appetizer, and continuous launch of novel product variants, is also anticipated to propel the market growth.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global liqueurs market, along with forecasts at the global, regional, and country levels from 2023-2028. Our report has categorized the market based on type, packaging type, and distribution channel.

#### Type Insights:

Neutrals/Bitters

Creams

Fruit Flavored

Others

The report has provided a detailed breakup and analysis of the liqueurs market based on the type. This includes neutrals/bitters, creams, fruit flavored, and others. According to the report, neutrals/bitters represented the largest segment.

#### Packaging Type Insights:

Glass

PET Bottle

Metal Can  
Others

A detailed breakup and analysis of the liqueurs market based on the packaging type has also been provided in the report. This includes glass, PET bottle, metal can, and others. According to the report, glass accounted for the largest market share.

Distribution Channel Insights:

On-Trade  
Off-Trade  
Hypermarkets and Supermarkets  
Grocery Stores  
Convenience Stores  
Others

The report has provided a detailed breakup and analysis of the liqueurs market based on the distribution channel. This includes on-trade and off-trade (hypermarkets and supermarkets, grocery stores, convenience stores, and others). According to the report, off-trade represented the largest segment.

Regional Insights:

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

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

#### Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global liqueurs market. Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. Some of the companies covered include Amarula Cream, Beam Suntory Inc., Brown-Forman Corporation, Davide Campari-Milano N.V, Diageo Plc, Girolamo Luxardo S.p.A, Koninklijke De Kuyper B.V., Lucas Bols B.V., Mast-J?germeister SE, Pernod Ricard SA, Remy Cointreau, Sazerac Company, Stock Spirits Group, etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

#### Key Questions Answered in This Report:

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

What are the drivers, restraints, and opportunities in the global liqueurs market?

What is the impact of each driver, restraint, and opportunity on the global liqueurs market?

What are the key regional markets?

Which countries represent the most attractive liqueurs market?

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

Which is the most attractive type in the liqueurs market?

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

Which is the most attractive packaging type in the liqueurs market?

What is the breakup of the market based on distribution channel?  
Which is the most attractive distribution channel in the liqueurs market?  
What is the competitive structure of the global liqueurs market?  
Who are the key players/companies in the global liqueurs market?

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