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Nitro-infused Beverages Market Report by Product (Nitro Coffee, Nitro Tea, Nitro Soft Drinks, and Others), Distribution Channel (Supermarket and Hypermarkets, Convenience Stores, Online Stores, and Others), and Region 2024-2032

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Abstracts

The global nitro-infused beverages market size reached US$ 103.4 Million in 2023. Looking forward, IMARC Group expects the market to reach US$ 493.9 Million by 2032, exhibiting a growth rate (CAGR) of 18.4% during 2024-2032. The shifting consumer preferences toward convenience and ready-to-drink (RTD) beverages, the escalating demand for premium quality beverages, and various product innovations represent some of the key factors driving the market.

Nitro-infused beverages are drinks infused with nitrogen gas, creating tiny, carbonated bubbles that enhance their flavor profile and provide a sweeter, new aroma. Beer, coffee, tea, and soft drinks are some of the commonly available nitro-infused beverages. The nitrogen infusion process produces a rich, silky texture and a thick, creamy foam head. These beverages are made by pressurizing the liquid with a nitro tank before it is served, which gives the drink nitrogen bubbles. As compared to traditional beverages, nitro-infused beverages have a lower acidity level and reduce the risk of stomach discomfort. Besides this, these beverages are high in antioxidants, improve mental and physical performance, and reduce the need for sugar or sweeteners.

Nitro-infused Beverages Market Trends:
The shifting consumer preferences toward convenience and ready-to-drink (RTD) beverages is one of the key factors driving the market growth. In line with this, the changing beverage consumption pattern and the increasing demand for nitro coffee,

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nitro tea, and soft drinks due to busy schedules and hectic lifestyles are favoring the market growth. Moreover, the rising demand for nitro-infused coffee as it gives a creamy, thick texture, and it also generates a thick frothy head and decreases acidity and bitterness in coffee, making it more appealing to non-coffee drinkers is acting as another growth-inducing factor. Apart from this, increasing investment in new premium product launches and expanding promotion of nitro coffee and other products through various social media platforms is providing an impetus to the market growth. Additionally, key players are focusing on improving the taste and texture of the brew, which, in turn, is propelling the market growth. The market is also being driven by the rapid urbanization and the steadily expanding young population base, which is increasingly inclined toward innovative beverage options, including nitro-infused beverages. Along with this, the growing demand for non-alcoholic beverages due to the rising concerns regarding personal health and weight management is creating a positive outlook for the market. Other factors, including the rising expenditure capacities of consumers, the easy product availability on online sales platforms, and the escalating demand for premium quality beverage products due to their enhanced freshness, taste, and mouthfeel, are anticipated to drive the market growth.

Key Market Segmentation:
IMARC Group provides an analysis of the key trends in each segment of the global nitro-infused beverages market, along with forecasts at the global, regional, and country level from 2024-2032. Our report has categorized the market based on product and distribution channel.

Product Insights:

Nitro Coffee
Nitro Tea
Nitro Soft Drinks
Others

The report has provided a detailed breakup and analysis of the nitro-infused beverages market based on the product. This includes nitro coffee, tea, soft drinks, and others. According to the report, nitro coffee represented the largest segment.

Distribution Channel Insights:

Supermarket and Hypermarkets
Convenience Stores

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Online Stores
Others

The report has provided a detailed breakup and analysis of the nitro-infused beverages market based on the distribution channel. This includes supermarket and hypermarkets, convenience stores, online stores, and others. According to the report, supermarket and hypermarkets 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 that 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,

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Mexico, and others); and Middle East and Africa. According to the report, North America was the largest market for nitro-infused beverages. Some of the factors driving the North America nitro-infused beverages market included the escalating demand for nitro-infused coffee, strong expenditure capacities of consumers, and increasing product availability on online sales platforms.

Competitive Landscape:
The report has also provided a comprehensive analysis of the competitive landscape in the global nitro-infused beverages market. Detailed profiles of all major companies have also been provided. Some of the companies covered include Beanly Beverages Private Limited, Bona Fide Nitro Coffee and Tea, Caveman Coffee Company, Funkin Cocktails, H&H Products Company, King's Row Coffee, La Colombe Coffee Roasters, Left Hand Brewing Company, Lucky Jack Cold Brew Coffee, NITRO Beverage Co., Quivr, RISE Brewing Co., Starbucks Corporation, 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

1. How big is the global nitro-infused beverages market?
2. What is the expected growth rate of the global nitro-infused beverages market during 2024-2032?
3. What are the key factors driving the global nitro-infused beverages market?
4. What has been the impact of COVID-19 on the global nitro-infused beverages market?
5. What is the breakup of the global nitro-infused beverages market based on the product?
6. What is the breakup of the global nitro-infused beverages market based on the distribution channel?
7. What are the key regions in the global nitro-infused beverages market?
8. Who are the key players/companies in the global nitro-infused beverages market?

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