

# Specialty Spirits Market by Product Type (Baijiu, Shochu, Sake, Soju, Cachaca), Distribution Channel (Business to Business, Business to Consumers), and Region 2023-2028

<https://marketpublishers.com/r/SFBBC2042A81EN.html>

Date: June 2023

Pages: 141

Price: US\$ 2,499.00 (Single User License)

ID: SFBBC2042A81EN

## Abstracts

The global specialty spirits market size reached US\$ 29.72 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 39.66 Billion by 2028, exhibiting a growth rate (CAGR) of 5.00% during 2023-2028. The rising preference for healthy alcoholic drinks across the globe, the increasing expenditure capacities of consumers, and the introduction of low alcohol by volume (ABV) specialty spirits represent some of the key factors driving the market.

Specialty spirits refer to alcoholic beverages that are crafted in small batches using unique ingredients and production techniques. It includes herbal liquors, mezcal, fruit brandies, amaro, absinthe, aquavit, shochu, chartreuse, cachaca, sake, baijiu, and soju. They are produced by infusing or macerating various high-quality and natural ingredients, such as herbs, botanicals, fruits, grains, and roots, followed by distillation, aging, blending, and bottling. As compared to traditional spirits, specialty spirits are healthy, environment-friendly, and sustainable and offer superior quality, unique taste, and distinct flavor profiles. They are rich in antioxidants, which aid in improving sleep, promoting digestive health, reducing inflammation, lowering stress levels, and alleviating pain. Specialty Spirits also promote regional cultures and practices as they are manufactured using local ingredients and centuries-old traditional methods.

### Specialty Spirits Market Trends:

The growing interest among consumers to try unique and high-quality spirits that offer a distinct flavor profile and a premium drinking experience across the globe is one of the key factors driving the market growth. In line with this, rising preference for specialty

spirits that are produced from natural ingredients, such as herbs, fruits, and botanicals, that are rich in antioxidants and anti-inflammatory properties, which aid in digestion, stimulate appetite, reduce anxiety, and promote relaxation is propelling the market growth. Furthermore, the emerging cocktail culture among the masses is facilitating the product demand as it is used as a complementary ingredient to add depth, complexity, and smoky flavor to various drinks, such as margaritas, negroni, and whiskey sour. Additionally, the introduction of low alcohol by volume (ABV) specialty spirits, which are healthier alternatives, reduce alcohol intake, minimize intoxication, improve hydration, and prevent alcohol-related problems, is positively influencing the market growth. Besides this, the adoption of sustainable manufacturing practices by distillers, such as sourcing local ingredients, utilizing renewable energy, and reducing water consumption, is providing a thrust to the market growth. Moreover, aggressive promotional activities by manufacturers through social media campaigns, advertisements, and celebrity endorsements are supporting the market growth. Other factors, including rising expenditure capacities of consumers, easy product availability across e-commerce platforms, extensive research and development (R&D) activities, and the growing health consciousness among the masses, 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 specialty spirits market, along with forecasts at the global, regional, and country levels from 2023-2028. Our report has categorized the market based on product type and distribution channel.

#### Product Type Insights:

- Baijiu
- Shochu
- Sake
- Soju
- Cachaca

The report has provided a detailed breakup and analysis of the specialty spirits market based on the product type. This includes baijiu, shochu, sake, soju, and cachaca. According to the report, baijiu represented the largest segment.

#### Distribution Channel Insights:

Business to Business  
Business to Consumers

A detailed breakup and analysis of the specialty spirits market based on the distribution channel has also been provided in the report. This includes business to business and business to consumers. According to the report, business to consumers accounted for the largest market share.

#### Regional Insights:

North America  
United States  
Canada  
Europe  
Germany  
France  
United Kingdom  
Italy  
Spain  
Russia  
Others  
Asia Pacific  
China  
Japan  
India  
South Korea  
Australia  
Indonesia  
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); 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 was the largest market for specialty spirits. Some of the factors driving the North America specialty spirits market included rising expenditure capacities of consumers, increasing health consciousness among the masses, and rapid product innovations.

#### Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global specialty spirits 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 Craft Distillers, HiteJinro Co. Ltd, Kirishima Shuzo Co. Ltd, Lotte, Sanwa Shurui Co.ltd., Takara Shuzo Co. Ltd, 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 specialty spirits market performed so far, and how will it perform in the coming years?

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

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

What are the key regional markets?

Which countries represent the most attractive specialty spirits market?

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

Which is the most attractive product type in the specialty spirits market?

What is the breakup of the market based on the distribution channel?

Which is the most attractive distribution channel in the specialty spirits market?

What is the competitive structure of the global specialty spirits market?

Who are the key players/companies in the global specialty spirits 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 SPECIALTY SPIRITS MARKET

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

### 6 MARKET BREAKUP BY PRODUCT TYPE

- 6.1 Baijiu
  - 6.1.1 Market Trends
  - 6.1.2 Market Forecast
- 6.2 Shochu
  - 6.2.1 Market Trends
  - 6.2.2 Market Forecast
- 6.3 Sake

- 6.3.1 Market Trends
- 6.3.2 Market Forecast
- 6.4 Soju
  - 6.4.1 Market Trends
  - 6.4.2 Market Forecast
- 6.5 Cachaca
  - 6.5.1 Market Trends
  - 6.5.2 Market Forecast

## **7 MARKET BREAKUP BY DISTRIBUTION CHANNEL**

- 7.1 Business to Business
  - 7.1.1 Market Trends
  - 7.1.2 Market Forecast
- 7.2 Business to Consumers
  - 7.2.1 Market Trends
  - 7.2.2 Market Forecast

## **8 MARKET BREAKUP BY REGION**

- 8.1 North America
  - 8.1.1 United States
    - 8.1.1.1 Market Trends
    - 8.1.1.2 Market Forecast
  - 8.1.2 Canada
    - 8.1.2.1 Market Trends
    - 8.1.2.2 Market Forecast
- 8.2 Asia-Pacific
  - 8.2.1 China
    - 8.2.1.1 Market Trends
    - 8.2.1.2 Market Forecast
  - 8.2.2 Japan
    - 8.2.2.1 Market Trends
    - 8.2.2.2 Market Forecast
  - 8.2.3 India
    - 8.2.3.1 Market Trends
    - 8.2.3.2 Market Forecast
  - 8.2.4 South Korea
    - 8.2.4.1 Market Trends

- 8.2.4.2 Market Forecast
- 8.2.5 Australia
  - 8.2.5.1 Market Trends
  - 8.2.5.2 Market Forecast
- 8.2.6 Indonesia
  - 8.2.6.1 Market Trends
  - 8.2.6.2 Market Forecast
- 8.2.7 Others
  - 8.2.7.1 Market Trends
  - 8.2.7.2 Market Forecast
- 8.3 Europe
  - 8.3.1 Germany
    - 8.3.1.1 Market Trends
    - 8.3.1.2 Market Forecast
  - 8.3.2 France
    - 8.3.2.1 Market Trends
    - 8.3.2.2 Market Forecast
  - 8.3.3 United Kingdom
    - 8.3.3.1 Market Trends
    - 8.3.3.2 Market Forecast
  - 8.3.4 Italy
    - 8.3.4.1 Market Trends
    - 8.3.4.2 Market Forecast
  - 8.3.5 Spain
    - 8.3.5.1 Market Trends
    - 8.3.5.2 Market Forecast
  - 8.3.6 Russia
    - 8.3.6.1 Market Trends
    - 8.3.6.2 Market Forecast
  - 8.3.7 Others
    - 8.3.7.1 Market Trends
    - 8.3.7.2 Market Forecast
- 8.4 Latin America
  - 8.4.1 Brazil
    - 8.4.1.1 Market Trends
    - 8.4.1.2 Market Forecast
  - 8.4.2 Mexico
    - 8.4.2.1 Market Trends
    - 8.4.2.2 Market Forecast

### 8.4.3 Others

#### 8.4.3.1 Market Trends

#### 8.4.3.2 Market Forecast

### 8.5 Middle East and Africa

#### 8.5.1 Market Trends

#### 8.5.2 Market Breakup by Country

#### 8.5.3 Market Forecast

## **9 DRIVERS, RESTRAINTS, AND OPPORTUNITIES**

### 9.1 Overview

### 9.2 Drivers

### 9.3 Restraints

### 9.4 Opportunities

## **10 VALUE CHAIN ANALYSIS**

## **11 PORTERS FIVE FORCES ANALYSIS**

### 11.1 Overview

### 11.2 Bargaining Power of Buyers

### 11.3 Bargaining Power of Suppliers

### 11.4 Degree of Competition

### 11.5 Threat of New Entrants

### 11.6 Threat of Substitutes

## **12 PRICE ANALYSIS**

## **13 COMPETITIVE LANDSCAPE**

### 13.1 Market Structure

### 13.2 Key Players

### 13.3 Profiles of Key Players

#### 13.3.1 Craft Distillers

##### 13.3.1.1 Company Overview

##### 13.3.1.2 Product Portfolio

#### 13.3.2 HiteJinro Co. Ltd

##### 13.3.2.1 Company Overview

##### 13.3.2.2 Product Portfolio



### 13.3.2.3 Financials

### 13.3.3 Kirishima Shuzo Co. Ltd

#### 13.3.3.1 Company Overview

#### 13.3.3.2 Product Portfolio

### 13.3.4 Lotte

#### 13.3.4.1 Company Overview

#### 13.3.4.2 Product Portfolio

#### 13.3.4.3 Financials

### 13.3.5 Sanwa Shurui Co.ltd.

#### 13.3.5.1 Company Overview

#### 13.3.5.2 Product Portfolio

### 13.3.6 Takara Shuzo Co. Ltd

#### 13.3.6.1 Company Overview

13.3.6.2 Product Portfolio Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

## List Of Tables

### LIST OF TABLES

Table 1: Global: Specialty Spirits Market: Key Industry Highlights, 2022 & 2028

Table 2: Global: Specialty Spirits Market Forecast: Breakup by Product Type (in Million US\$), 2023-2028

Table 3: Global: Specialty Spirits Market Forecast: Breakup by Distribution Channel (in Million US\$), 2023-2028

Table 4: Global: Specialty Spirits Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 5: Global: Specialty Spirits Market: Competitive Structure

Table 6: Global: Specialty Spirits Market: Key Players

## List Of Figures

### LIST OF FIGURES

Figure 1: Global: Specialty Spirits Market: Major Drivers and Challenges

Figure 2: Global: Specialty Spirits Market: Sales Value (in Billion US\$), 2017-2022

Figure 3: Global: Specialty Spirits Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 4: Global: Specialty Spirits Market: Breakup by Product Type (in %), 2022

Figure 5: Global: Specialty Spirits Market: Breakup by Distribution Channel (in %), 2022

Figure 6: Global: Specialty Spirits Market: Breakup by Region (in %), 2022

Figure 7: Global: Specialty Spirits (Baijiu) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 8: Global: Specialty Spirits (Baijiu) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 9: Global: Specialty Spirits (Shochu) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 10: Global: Specialty Spirits (Shochu) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 11: Global: Specialty Spirits (Sake) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 12: Global: Specialty Spirits (Sake) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 13: Global: Specialty Spirits (Soju) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 14: Global: Specialty Spirits (Soju) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 15: Global: Specialty Spirits (Cachaca) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 16: Global: Specialty Spirits (Cachaca) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 17: Global: Specialty Spirits (Business to Business) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 18: Global: Specialty Spirits (Business to Business) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 19: Global: Specialty Spirits (Business to Consumers) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 20: Global: Specialty Spirits (Business to Consumers) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 21: North America: Specialty Spirits Market: Sales Value (in Million US\$), 2017 & 2022

Figure 22: North America: Specialty Spirits Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 23: United States: Specialty Spirits Market: Sales Value (in Million US\$), 2017 & 2022

Figure 24: United States: Specialty Spirits Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 25: Canada: Specialty Spirits Market: Sales Value (in Million US\$), 2017 & 2022

Figure 26: Canada: Specialty Spirits Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 27: Asia-Pacific: Specialty Spirits Market: Sales Value (in Million US\$), 2017 & 2022

Figure 28: Asia-Pacific: Specialty Spirits Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 29: China: Specialty Spirits Market: Sales Value (in Million US\$), 2017 & 2022

Figure 30: China: Specialty Spirits Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 31: Japan: Specialty Spirits Market: Sales Value (in Million US\$), 2017 & 2022

Figure 32: Japan: Specialty Spirits Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 33: India: Specialty Spirits Market: Sales Value (in Million US\$), 2017 & 2022

Figure 34: India: Specialty Spirits Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 35: South Korea: Specialty Spirits Market: Sales Value (in Million US\$), 2017 & 2022

Figure 36: South Korea: Specialty Spirits Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 37: Australia: Specialty Spirits Market: Sales Value (in Million US\$), 2017 & 2022

Figure 38: Australia: Specialty Spirits Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 39: Indonesia: Specialty Spirits Market: Sales Value (in Million US\$), 2017 & 2022

Figure 40: Indonesia: Specialty Spirits Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 41: Others: Specialty Spirits Market: Sales Value (in Million US\$), 2017 & 2022

Figure 42: Others: Specialty Spirits Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 43: Europe: Specialty Spirits Market: Sales Value (in Million US\$), 2017 & 2022

Figure 44: Europe: Specialty Spirits Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 45: Germany: Specialty Spirits Market: Sales Value (in Million US\$), 2017 & 2022

Figure 46: Germany: Specialty Spirits Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 47: France: Specialty Spirits Market: Sales Value (in Million US\$), 2017 & 2022

Figure 48: France: Specialty Spirits Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 49: United Kingdom: Specialty Spirits Market: Sales Value (in Million US\$), 2017 & 2022

Figure 50: United Kingdom: Specialty Spirits Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 51: Italy: Specialty Spirits Market: Sales Value (in Million US\$), 2017 & 2022

Figure 52: Italy: Specialty Spirits Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 53: Spain: Specialty Spirits Market: Sales Value (in Million US\$), 2017 & 2022

Figure 54: Spain: Specialty Spirits Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 55: Russia: Specialty Spirits Market: Sales Value (in Million US\$), 2017 & 2022

Figure 56: Russia: Specialty Spirits Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 57: Others: Specialty Spirits Market: Sales Value (in Million US\$), 2017 & 2022

Figure 58: Others: Specialty Spirits Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 59: Latin America: Specialty Spirits Market: Sales Value (in Million US\$), 2017 & 2022

Figure 60: Latin America: Specialty Spirits Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 61: Brazil: Specialty Spirits Market: Sales Value (in Million US\$), 2017 & 2022

Figure 62: Brazil: Specialty Spirits Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 63: Mexico: Specialty Spirits Market: Sales Value (in Million US\$), 2017 & 2022

Figure 64: Mexico: Specialty Spirits Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 65: Others: Specialty Spirits Market: Sales Value (in Million US\$), 2017 & 2022

Figure 66: Others: Specialty Spirits Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 67: Middle East and Africa: Specialty Spirits Market: Sales Value (in Million

US\$), 2017 & 2022

Figure 68: Middle East and Africa: Specialty Spirits Market: Breakup by Country (in %), 2022

Figure 69: Middle East and Africa: Specialty Spirits Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 70: Global: Specialty Spirits Industry: Drivers, Restraints, and Opportunities

Figure 71: Global: Specialty Spirits Industry: Value Chain Analysis

Figure 72: Global: Specialty Spirits Industry: Porter's Five Forces Analysis

## I would like to order

Product name: Specialty Spirits Market by Product Type (Baijiu, Shochu, Sake, Soju, Cachaca), Distribution Channel (Business to Business, Business to Consumers), and Region 2023-2028

Product link: <https://marketpublishers.com/r/SFBBC2042A81EN.html>

Price: US\$ 2,499.00 (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/SFBBC2042A81EN.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