

Tonic Water Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

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Abstracts

The global tonic water market size reached US\$ 748.9 Million in 2021. Looking forward, IMARC Group expects the market to reach US\$ 1,117.0 Million by 2027, exhibiting a growth rate (CAGR) of 6.83% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic. These insights are included in the report as a major market contributor.

Tonic water, also known as Indian tonic water, is a carbonated beverage originally consumed as a prophylactic drink against malaria. It is derived from the bark of the cinchona tree and contains low amounts of quinine to increase its palatability. It is served with gin and different cocktails and included in numerous jello shot recipes to make the shot fluorescent. With the rising young population and the growing socializing trend, there is a rise in bars, pubs and breweries that serve alcoholic beverages. This is driving the demand for tonic water across the globe.

Tonic Water Market Trends:

The resurgence of the cocktail trend represents one of the key factors positively influencing the utilization of tonic water worldwide. In addition to this, consumers have developed a taste for premium spirits and are consequently willing to spend on innovative products that offer a distinct character. Therefore, several market players are focusing on the introduction of unique product variants with added flavors. They are also launching diet tonic water with less sugar content to suit the taste and preferences of health-conscious consumers. Apart from this, there is a rise in the sales of tonic water online on account of the implementation of lockdown in numerous countries and the adoption of social distancing measures on account of the outbreak of coronavirus disease (COVID-19). It can also be accredited to the increasing number of

hypermarkets, supermarkets, and convenience stores giants that have expanded their business in the e-commerce sector due to the increasing penetration of the internet and boosting sales of smartphones. Furthermore, socioeconomic factors like inflating income levels, rising middle-class population and rapid urbanization are also strengthening the growth of the market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global tonic water market report, along with forecasts at the global, regional and country level from 2022-2027. Our report has categorized the market based on flavor, packaging form and distribution channel.

Breakup by Flavor:

- Plain Tonic Water
- Flavored Tonic Water

Breakup by Packaging Form:

- Bottles
- Cans

Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Convenience Stores
- Online Stores
- 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 Bradley's Tonic Co., East Imperial Beverage Corporation, El Guapo Bitters, Fentimans Ltd, Fevertree Drinks plc, Franklin & Sons Ltd, Keurig Dr Pepper Inc., Q Tonic LLC, The Coca-Cola Company, The London Essence Company, White Rock Products Corporation and Zevia.

Key Questions Answered in This Report:

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

What has been the impact of COVID-19 on the global tonic water market?

What are the key regional markets?

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

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

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

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global tonic water market and who are the key players?

What is the degree of competition in the industry?

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 TONIC WATER MARKET

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

6 MARKET BREAKUP BY FLAVOR

- 6.1 Plain Tonic Water
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Flavored Tonic Water
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast

7 MARKET BREAKUP BY PACKAGING FORM

7.1 Bottles

7.1.1 Market Trends

7.1.2 Market Forecast

7.2 Cans

7.2.1 Market Trends

7.2.2 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 Convenience Stores

8.2.1 Market Trends

8.2.2 Market Forecast

8.3 Online Stores

8.3.1 Market Trends

8.3.2 Market Forecast

8.4 Others

8.4.1 Market Trends

8.4.2 Market Forecast

9 MARKET BREAKUP BY REGION

9.1 North America

9.1.1 United States

9.1.1.1 Market Trends

9.1.1.2 Market Forecast

9.1.2 Canada

9.1.2.1 Market Trends

9.1.2.2 Market Forecast

9.2 Asia-Pacific

9.2.1 China

9.2.1.1 Market Trends

9.2.1.2 Market Forecast

9.2.2 Japan

9.2.2.1 Market Trends

- 9.2.2.2 Market Forecast
- 9.2.3 India
 - 9.2.3.1 Market Trends
 - 9.2.3.2 Market Forecast
- 9.2.4 South Korea
 - 9.2.4.1 Market Trends
 - 9.2.4.2 Market Forecast
- 9.2.5 Australia
 - 9.2.5.1 Market Trends
 - 9.2.5.2 Market Forecast
- 9.2.6 Indonesia
 - 9.2.6.1 Market Trends
 - 9.2.6.2 Market Forecast
- 9.2.7 Others
 - 9.2.7.1 Market Trends
 - 9.2.7.2 Market Forecast
- 9.3 Europe
 - 9.3.1 Germany
 - 9.3.1.1 Market Trends
 - 9.3.1.2 Market Forecast
 - 9.3.2 France
 - 9.3.2.1 Market Trends
 - 9.3.2.2 Market Forecast
 - 9.3.3 United Kingdom
 - 9.3.3.1 Market Trends
 - 9.3.3.2 Market Forecast
 - 9.3.4 Italy
 - 9.3.4.1 Market Trends
 - 9.3.4.2 Market Forecast
 - 9.3.5 Spain
 - 9.3.5.1 Market Trends
 - 9.3.5.2 Market Forecast
 - 9.3.6 Russia
 - 9.3.6.1 Market Trends
 - 9.3.6.2 Market Forecast
 - 9.3.7 Others
 - 9.3.7.1 Market Trends
 - 9.3.7.2 Market Forecast
- 9.4 Latin America

9.4.1 Brazil

9.4.1.1 Market Trends

9.4.1.2 Market Forecast

9.4.2 Mexico

9.4.2.1 Market Trends

9.4.2.2 Market Forecast

9.4.3 Others

9.4.3.1 Market Trends

9.4.3.2 Market Forecast

9.5 Middle East and Africa

9.5.1 Market Trends

9.5.2 Market Breakup by Country

9.5.3 Market Forecast

10 SWOT ANALYSIS

10.1 Overview

10.2 Strengths

10.3 Weaknesses

10.4 Opportunities

10.5 Threats

11 VALUE CHAIN ANALYSIS

12 PORTERS FIVE FORCES ANALYSIS

12.1 Overview

12.2 Bargaining Power of Buyers

12.3 Bargaining Power of Suppliers

12.4 Degree of Competition

12.5 Threat of New Entrants

12.6 Threat of Substitutes

13 PRICE ANALYSIS

14 COMPETITIVE LANDSCAPE

14.1 Market Structure

14.2 Key Players

- 14.3 Profiles of Key Players
 - 14.3.1 Bradley's Tonic Co.
 - 14.3.1.1 Company Overview
 - 14.3.1.2 Product Portfolio
 - 14.3.2 East Imperial Beverage Corporation
 - 14.3.2.1 Company Overview
 - 14.3.2.2 Product Portfolio
 - 14.3.3 El Guapo Bitters
 - 14.3.3.1 Company Overview
 - 14.3.3.2 Product Portfolio
 - 14.3.4 Fentimans Ltd
 - 14.3.4.1 Company Overview
 - 14.3.4.2 Product Portfolio
 - 14.3.5 Fevertree Drinks plc
 - 14.3.5.1 Company Overview
 - 14.3.5.2 Product Portfolio
 - 14.3.5.3 Financials
 - 14.3.6 Franklin & Sons Ltd
 - 14.3.6.1 Company Overview
 - 14.3.6.2 Product Portfolio
 - 14.3.7 Keurig Dr Pepper Inc.
 - 14.3.7.1 Company Overview
 - 14.3.7.2 Product Portfolio
 - 14.3.7.3 Financials
 - 14.3.8 Q Tonic LLC
 - 14.3.8.1 Company Overview
 - 14.3.8.2 Product Portfolio
 - 14.3.9 The Coca-Cola Company
 - 14.3.9.1 Company Overview
 - 14.3.9.2 Product Portfolio
 - 14.3.9.3 Financials
 - 14.3.9.4 SWOT Analysis
 - 14.3.10 The London Essence Company
 - 14.3.10.1 Company Overview
 - 14.3.10.2 Product Portfolio
 - 14.3.11 White Rock Products Corporation
 - 14.3.11.1 Company Overview
 - 14.3.11.2 Product Portfolio
 - 14.3.12 Zevia

14.3.12.1 Company Overview

14.3.12.2 Product Portfolio

14.3.12.3 Financials

List Of Tables

LIST OF TABLES

Table 1: Global: Tonic Water Market: Key Industry Highlights, 2021 and 2027

Table 2: Global: Tonic Water Market Forecast: Breakup by Flavor (in Million US\$), 2022-2027

Table 3: Global: Tonic Water Market Forecast: Breakup by Packaging Form (in Million US\$), 2022-2027

Table 4: Global: Tonic Water Market Forecast: Breakup by Distribution Channel (in Million US\$), 2022-2027

Table 5: Global: Tonic Water Market Forecast: Breakup by Region (in Million US\$), 2022-2027

Table 6: Global: Tonic Water Market: Competitive Structure

Table 7: Global: Tonic Water Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Tonic Water Market: Major Drivers and Challenges

Figure 2: Global: Tonic Water Market: Sales Value (in Million US\$), 2016-2021

Figure 3: Global: Tonic Water Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 4: Global: Tonic Water Market: Breakup by Flavor (in %), 2021

Figure 5: Global: Tonic Water Market: Breakup by Packaging Form (in %), 2021

Figure 6: Global: Tonic Water Market: Breakup by Distribution Channel (in %), 2021

Figure 7: Global: Tonic Water Market: Breakup by Region (in %), 2021

Figure 8: Global: Tonic Water (Plain Tonic Water) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 9: Global: Tonic Water (Plain Tonic Water) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 10: Global: Tonic Water (Flavored Tonic Water) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 11: Global: Tonic Water (Flavored Tonic Water) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 12: Global: Tonic Water (Bottles) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 13: Global: Tonic Water (Bottles) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 14: Global: Tonic Water (Cans) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 15: Global: Tonic Water (Cans) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 16: Global: Tonic Water (Supermarkets and Hypermarkets) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 17: Global: Tonic Water (Supermarkets and Hypermarkets) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 18: Global: Tonic Water (Convenience Stores) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 19: Global: Tonic Water (Convenience Stores) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 20: Global: Tonic Water (Online Stores) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 21: Global: Tonic Water (Online Stores) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 22: Global: Tonic Water (Other Distribution Channels) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 23: Global: Tonic Water (Other Distribution Channels) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 24: North America: Tonic Water Market: Sales Value (in Million US\$), 2016 & 2021

Figure 25: North America: Tonic Water Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 26: United States: Tonic Water Market: Sales Value (in Million US\$), 2016 & 2021

Figure 27: United States: Tonic Water Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 28: Canada: Tonic Water Market: Sales Value (in Million US\$), 2016 & 2021

Figure 29: Canada: Tonic Water Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 30: Asia-Pacific: Tonic Water Market: Sales Value (in Million US\$), 2016 & 2021

Figure 31: Asia-Pacific: Tonic Water Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 32: China: Tonic Water Market: Sales Value (in Million US\$), 2016 & 2021

Figure 33: China: Tonic Water Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 34: Japan: Tonic Water Market: Sales Value (in Million US\$), 2016 & 2021

Figure 35: Japan: Tonic Water Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 36: India: Tonic Water Market: Sales Value (in Million US\$), 2016 & 2021

Figure 37: India: Tonic Water Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 38: South Korea: Tonic Water Market: Sales Value (in Million US\$), 2016 & 2021

Figure 39: South Korea: Tonic Water Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 40: Australia: Tonic Water Market: Sales Value (in Million US\$), 2016 & 2021

Figure 41: Australia: Tonic Water Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 42: Indonesia: Tonic Water Market: Sales Value (in Million US\$), 2016 & 2021

Figure 43: Indonesia: Tonic Water Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 44: Others: Tonic Water Market: Sales Value (in Million US\$), 2016 & 2021

Figure 45: Others: Tonic Water Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 46: Europe: Tonic Water Market: Sales Value (in Million US\$), 2016 & 2021

Figure 47: Europe: Tonic Water Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 48: Germany: Tonic Water Market: Sales Value (in Million US\$), 2016 & 2021

Figure 49: Germany: Tonic Water Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 50: France: Tonic Water Market: Sales Value (in Million US\$), 2016 & 2021

Figure 51: France: Tonic Water Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 52: United Kingdom: Tonic Water Market: Sales Value (in Million US\$), 2016 & 2021

Figure 53: United Kingdom: Tonic Water Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 54: Italy: Tonic Water Market: Sales Value (in Million US\$), 2016 & 2021

Figure 55: Italy: Tonic Water Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 56: Spain: Tonic Water Market: Sales Value (in Million US\$), 2016 & 2021

Figure 57: Spain: Tonic Water Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 58: Russia: Tonic Water Market: Sales Value (in Million US\$), 2016 & 2021

Figure 59: Russia: Tonic Water Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 60: Others: Tonic Water Market: Sales Value (in Million US\$), 2016 & 2021

Figure 61: Others: Tonic Water Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 62: Latin America: Tonic Water Market: Sales Value (in Million US\$), 2016 & 2021

Figure 63: Latin America: Tonic Water Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 64: Brazil: Tonic Water Market: Sales Value (in Million US\$), 2016 & 2021

Figure 65: Brazil: Tonic Water Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 66: Mexico: Tonic Water Market: Sales Value (in Million US\$), 2016 & 2021

Figure 67: Mexico: Tonic Water Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 68: Others: Tonic Water Market: Sales Value (in Million US\$), 2016 & 2021

Figure 69: Others: Tonic Water Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 70: Middle East and Africa: Tonic Water Market: Sales Value (in Million US\$), 2016 & 2021

Figure 71: Middle East and Africa: Tonic Water Market: Breakup by Country (in %),

2021

Figure 72: Middle East and Africa: Tonic Water Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 73: Global: Tonic Water Industry: SWOT Analysis

Figure 74: Global: Tonic Water Industry: Value Chain Analysis

Figure 75: Global: Tonic Water Industry: Porter's Five Forces Analysis

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