

# Global HORECA Beverage Market - Forecasts from 2020 to 2025

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## Abstracts

The global HORECA beverage market is expected to grow at a CAGR of 3.18% to reach US\$227.504 billion in 2025 from US\$188.496 billion in 2019. HORECA is a Dutch term that means Hotel, Restaurant, and Catering Services. The food and Beverage Industry holds a significant share in the hospitality market. There has been a significant surge in the growth of the restaurant and hotel market. With the growth in the income of consumers in developing countries and adaptation of modern lifestyle at a significant rate, the HORECA beverage market will continue to grow. There is a significant emergence of fast-food chains, clubs, restaurants, caterers, hotels, and restaurants that will make a positive impact on the growth of the market. There are various segments at which the HORECA industry is divided. Hotel & Restaurant Supplies segment is expected to register significant growth during the forecast period. Major manufacturers are investing in R&D and innovation to keep pace with the consumer demand and enhance their portfolio. In India, OYO Rooms is creating a major impact on the hotel sector. The company has tied up with a plethora of hotels worldwide and a consumer can book a hotel room at a decent and affordable price. Every region has its own unique culture and that is making an exponential impact in the market. Consumers worldwide are willing to try and experiment with novel surroundings and services. In India, consumers worldwide want to come and try Indian curry and a wide range of cultural food. Italy is famous for its unique cuisines such as Pizza, Pasta, Lasagna, and others. With the presence of unique cultural food, the imperativeness of modern mixed with traditional supply and architecture makes a positive impact. Uniqueness and out of the box thinking also makes a considerable impact. Local and regional players have a considerable contribution to the market. This is an extremely fragmented industry where the contribution of both the major and local players are needed. In an hour's drive from London, a restaurant named Henley-on-Thames is delighting both visitors and locals. The unique feature of the restaurant is the restaurant also has rooms in it. The

restaurant offers the finest British menu and also has nine courses of Asian influenced menu. In the Rangali Island of Maldives, there is a restaurant that is located under the sea and it offers a 270-degree panoramic view of the finest and unique Maldives sea creatures. The United States has one of the major shares in the HORECA beverage Market. In the Mammoth Lakes, California, there is a restaurant with a luxury snowcat chariot that is located at a slope side of the mountain and with an exotic view overlooking the snowcapped slopes and peaks of the Sierra Landscape. There are a lot of unique hotels and restaurant ideas that will have a major positive impact on growth.

Fast Moving Consumer Goods Company and Online Retailers are looking at diverse and unique methods to gain entry into the HORECA beverage Market. They are moving away from conventional trade channels to surge their revenue growth. B2B wholesale major players such as Walmart, Metro Cash and Carry are gradually becoming a part of the Fast-Moving Consumer goods supply chain because of their global outreach and in the HORECA beverage Industry space. In India, according to the major German Retailer Metro Cash and Carry and a study published by various reputed organizations, HORECA Segments has 13 million organizations against 12 million small general stores. There are not many brands and companies that are equipped with a successful go to the market strategy. There are considerable developments regarding the FMCG sector. Online retail giant Big Basket in India launched the HORECA Segment in 2018 and planned to generate around USD 68 Million of revenue. The company has also planned to set up distribution sectors in eight of the major cities where there is considerable demand. Various companies and corporations have invested a substantial sum of capital into the enhancement and expansion of their company worldwide. The last decade witnessed the growth and the emergence of novel key retailers and organized food processors worldwide. The companies that manufacture and sell frozen food have a significant share in the market. The consumers have diversified their preferences regarding food and beverage products, therefore the demand for quality and up to the scratch raw material has risen. The manufactures have risen their overall production and quality standards to keep up with the demand. This has a major positive impact on the technology transfer of the product and better practices. Developing countries have introduced and enacted stricter norms and food regulations, which have driven the businesses towards the cash and carry method. A company named LOTS Wholesale solution stated that its HORECA segment and product portfolio is generating significant growth in India. The major change that has propelled the growth is in the changing lifestyle of a customer. The online segment is also generating significant growth. Major hotels and restaurants have tied up with online food delivery brands such as Zomato and Swiggy.

COVID-19 pandemic has hurt the HORECA beverage Market. With the governments worldwide spending their resources to combat the pandemic by imposing lockdowns, closing the borders has disrupted the flow of the supply chain. The revenue share of the market has reduced as the pandemic is making people avoiding going to crowded places. People are preferring to purchase essential items that have also made a negative impact on the overall market. According to the data given by the World Travel & Tourism Council, 100.8 million people are at major risk in the tourism and hospitality sector with more than 1 million job losses daily. According to the Oxford Economic Data, the Asian region would have a major negative impact. In the countries, where the unemployment rate was comparatively exorbitant before the pandemic, those countries will register a major downward trend in the market. With the unpredictability of the pandemic effects, the end of the year 2020 has a little chance of retiring to the status quo. Some European countries have im-posed the lockdown again which will hurt the sector. In the month of April, 7.7 million people had lost their job in the United States, according to the data produced by the US Government. But there has been a surge in the food delivery services as most people are ordering food online. In France, Spain, and Italy, government-sponsored schemes helped in the maintenance of food and beverage products inside the homes. A lot of countries introduced relief economic package that could help the HORECA beverage Market.

#### Segmentation:

##### By Type

Alcoholic Beverage

Beer/Malt

Wine

Spirits

Non-Alcoholic Beverage

Bottled Water

Carbonated Soft Drinks

Fruit Juice

Milk

By End-User

Hotels

Restaurants

Cafe

By geography

North America

USA

Canada

Mexico

South America

Brazil

Argentina

Others

Europe

Germany

United Kingdom

France

Italy

Others

Middle East and Africa

Saudi Arabia

UAE

Others

Asia Pacific

Japan

China

India

South Korea

Others

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