

# 2018-2023 Global Bitters Consumption Market Report

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## Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Bitters market for 2018-2023.

A bitters is traditionally an alcoholic preparation flavored with botanical matter such that the end result is characterized by a bitter, sour, or bittersweet flavor. Numerous longstanding brands of bitters were originally developed as patent medicines, but are now sold as digestifs and cocktail flavorings.

The top players' success underlines the necessity for bitters to move out of the traditional digestif serve at the end of the meal, indeed it would seem that in the old strongholds in east and Western Europe the category is increasingly under pressure. In short bitters' consumers are ageing and producers must find ways of attracting newcomers to the fold. Exploring alternative occasions and ways of drinking bitters rather than as a digestif has created a nice way out of this bottleneck. Versatility is the name of the game but not all of them have these mixology essentials. A new world is opening up for a beautiful liquid with lots of heritage, authenticity and nice narratives thanks to a growing international cocktail trend.

North America and Europe are the main consumption regions of bitters in the world in the past few years and it will keep the same position in the next few years. The market size of Asia-Pacific region will grow fast in the following years.

Over the next five years, LPI(LP Information) projects that Bitters will register a 4.5% CAGR in terms of revenue, reach US\$ 12700 million by 2023, from US\$ 9790 million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Bitters market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

Cocktail Bitters

Aperitif Bitters

Digestif Bitters

Medicinal Bitters

Segmentation by application:

Restaurant Service

Retail Service

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

Mast-Jagermeister

Fernet Branca

Stock Spirits Group PLC

Gruppo Campari

Angostura Bitters

Underberg AG

Gammel Dansk

Kuemmerling KG

Unicum

Scrappy's Bitters

Pernod Ricard

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

#### Research objectives

To study and analyze the global Bitters consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Bitters market by identifying its various subsegments.

Focuses on the key global Bitters manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape,

SWOT analysis and development plans in next few years.

To analyze the Bitters with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Bitters submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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