

Canned Alcoholic Beverage Market Report: Trends, Forecast and Competitive Analysis

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Abstracts

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Canned Alcoholic Beverage Market Trends and Forecast

The future of the canned alcoholic beverage market looks promising with opportunities in the on-trade, liquor stores, and online markets. The global canned alcoholic beverage market is expected to grow with a CAGR of 21% to 23% from 2023 to 2028. The major drivers for this market are growing demand for ready-to-eat food and beverages, demand for low-content alcohol-based flavoured drinks, and increasing preference of can based packaging by manufacturers as cans are more convenient, portable, and travel-friendly.

Emerging Trends in the Canned Alcoholic Beverage Market

Emerging trend, which has a direct impact on the dynamics of the industry, includes developing interest for comfort, natural ingredients and convenient packing formats among purchasers.

A more than 150-page report is developed to help in your business decisions. A sample figure with some insights is shown below. To learn the scope, benefits, companies researched and other details of the global canned alcoholic beverage market report, please download the report brochure.

Canned Alcoholic Beverage Market by Segments

The study includes trends and forecast for the global canned alcoholic beverage market

by product, distribution channel, and region, as follows:

Canned Alcoholic Beverage Market by Product [Value (\$B) Shipment Analysis from 2017 to 2028]:

Wine

- o Still
- Fortified
- Low-alcohol
- Sparkling

RTD Cocktails

- o Malt based
- Spirit based
- Wine based

Hard Seltzers

- o Malt based
- Spirit based
- Wine based

Canned Alcoholic Beverage Market by Distribution Channel [Value (\$B) Shipment Analysis from 2017 to 2028]:

On-Trade

Liquor Stores

Online

Others

Canned Alcoholic Beverage Market by Region [Value (\$B) Shipment Analysis from 2017 to 2028]:

North America

Europe

Asia Pacific

The Rest of the World

List of Canned Alcoholic Beverage Companies

Companies in the market compete on the basis of product quality offered. Major players in this market focus on expanding their manufacturing facilities, R&D investments, infrastructural development, and leverage integration opportunities across the value chain. With these strategies, canned alcoholic beverage companies cater to increasing demand, ensure competitive effectiveness, develop innovative products & technologies, reduce production costs, and expand their customer base. Some of the canned alcoholic beverage companies profiled in this report include-

Bacardi Limited

Diageo

Brown-Forman

Union Wine Company

E. & J. Gallo Winery

Asahi Group Holdings, Ltd.

Pernod Ricard

Sula Vineyards

Kona Brewing Co.

Suntory Holdings Limited

Canned Alcoholic Beverage Market Insights

Lucintel forecasts that wine will remain the fastest growing segment over the forecast period due to increasing consumer awareness for eco-friendlier alternatives to glass and plastic bottles along with the growing preference for convenient & travel-friendly products. Hard seltzers will remain the largest product type segment due to increasing demand for carbonated water based drink, and its low price and easy availability across supermarket and convenient stores.

Liquor stores are expected to remain the largest segment because these stores are extensive and well-established distribution channel for canned alcoholic beverage. The global availability of both premium and private label brands at these stores attracts the consumers to purchase products through these channels, and liquor stores provides enhanced in-store experience along with wider availability of products.

North America will remain the largest market over the forecast period due to its highest per capita alcohol expenditure and availability of alcoholic beverages in attractive packaging styles.

Features of the Canned Alcoholic Beverage Market

Market Size Estimates: Canned alcoholic beverage market size estimation in terms of value (\$B)

Trend And Forecast Analysis: Market trends (2017-2022) and forecast (2023-2028) by various segments and regions.

Segmentation Analysis: Canned alcoholic beverage market size by various segments, such as by product and distribution channel.

Regional Analysis: Canned alcoholic beverage market breakdown by North America, Europe, Asia Pacific, and the Rest of the World.

Growth Opportunities: Analysis on growth opportunities in different products, distribution channels, and regions for the canned alcoholic beverage market.

Strategic Analysis: This includes M&A, new product development, and competitive landscape for the canned alcoholic beverage market.

Analysis of competitive intensity of the industry based on Porter's Five Forces model.

FAQ

Q1. What is the canned alcoholic beverage market size?

Answer: The global canned alcoholic beverage market is expected to reach an estimated \$xx billion by 2028.

Q2. What is the growth forecast for canned alcoholic beverage market?

Answer: The global canned alcoholic beverage market is expected to grow with a CAGR of 21% to 23% from 2023 to 2028.

Q3. What are the major drivers influencing the growth of the canned alcoholic beverage market?

Answer: The major drivers for this market are growing demand for ready-to-eat food and beverages, demand for low-content alcohol-based flavoured drinks, and increasing preference of can based packaging by manufacturers as cans are more convenient, portable, and travel-friendly.

Q4. What are the major segments for canned alcoholic beverage market?

Answer: The future of the canned alcoholic beverage market looks promising with opportunities in the on-trade, liquor stores, and online markets.

Q5. What are the emerging trends in canned alcoholic beverage market?

Answer: The emerging trend, which has a direct impact on the dynamics of the industry,

includes developing interest for comfort, natural ingredients, and convenient packing formats among purchasers.

Q6. Who are the key canned alcoholic beverage companies?

Answer: Some of the key canned alcoholic beverage companies are as follows:

Bacardi Limited

Diageo

Brown-Forman

Union Wine Company

E. & J. Gallo Winery

Asahi Group Holdings, Ltd.

Pernod Ricard

Sula Vineyards

Kona Brewing Co.

Suntory Holdings Limited

Q7. Which canned alcoholic beverage segment will be the largest in future?

Answer: Lucintel forecasts that wine will remain the fastest growing segment over the forecast period due to increasing consumer awareness for eco-friendlier alternatives to glass and plastic bottles along with the growing preference for convenient & travel-friendly products. Hard seltzers will remain the largest product type segment due to increasing demand for carbonated water based drink, and its low price and easy availability across supermarket and convenient stores.

Q8. In canned alcoholic beverage market, which region is expected to be the largest in next 5 years?

Answer: North America will remain the largest market over the forecast period due to its highest per capita alcohol expenditure and availability of alcoholic beverages in attractive packaging styles.

Q9. Do we receive customization in this report?

Answer: Yes, Lucintel provides 10% Customization Without any Additional Cost.

This report answers following 11 key questions

Q.1. What are some of the most promising, high-growth opportunities for the canned alcoholic beverage market by product (wine, RTD cocktails, and hard seltzers), distribution channel (on-trade, liquor stores, online, and others), and region (North America, Europe, Asia Pacific, and the Rest of the World)?

Q.2. Which segments will grow at a faster pace and why?

Q.3. Which region will grow at a faster pace and why?

Q.4. What are the key factors affecting market dynamics? What are the key challenges and business risks in this market?

Q.5. What are the business risks and competitive threats in this market?

Q.6. What are the emerging trends in this market and the reasons behind them?

Q.7. What are some of the changing demands of customers in the market?

Q.8. What are the new developments in the market? Which companies are leading these developments?

Q.9. Who are the major players in this market? What strategic initiatives are key players pursuing for business growth?

Q.10. What are some of the competing products in this market and how big of a threat do they pose for loss of market share by material or product substitution?

Q.11. What M&A activity did occur in the last five years and what has its impact been on

the industry?

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- 7.10: Suntory Holdings Limited

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