

Hard Seltzer Market Report: Trends, Forecast and Competitive Analysis to 2030

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Abstracts

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Hard Seltzer Trends and Forecast

The future of the global hard seltzer market looks promising with opportunities in the metal can and glass bottle markets. The global hard seltzer market is expected to reach an estimated \$37.85 billion by 2030 with a CAGR of 16.7% from 2024 to 2030. The major drivers for this market are consumers' growing interest in decreasing alcohol intake and embracing the 'sober-curious' lifestyle along with rising health awareness, leading to a demand for drinks that strike a balance between flavor and well-being.

A more than 150-page report is developed to help in your business decisions. Sample figures with some insights are shown below.

Hard Seltzer by Segment

The study includes a forecast for the global hard seltzer by packaging type, ABV content, flavor, distribution channel, and region.

Hard Seltzer Market by Packaging Type [Shipment Analysis by Value from 2018 to 2030]:

Glass Bottles

Metal Cans

Hard Seltzer Market by ABV Content [Shipment Analysis by Value from 2018 to 2030]:

1.0% to 4.9%

5.0% to 6.9%

Others

Hard Seltzer Market by Flavor [Shipment Analysis by Value from 2018 to 2030]:

Classic or Unflavored

Flavored

Hard Seltzer Market by Distribution Channel [Shipment Analysis by Value from 2018 to 2030]:

Off-Trade

On-Trade

Hard Seltzer Market by Region [Shipment Analysis by Value from 2018 to 2030]:

North America

Europe

Asia Pacific

The Rest of the World

List of Hard Seltzer 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 hard seltzer companies cater increasing demand, ensure competitive effectiveness, develop innovative products & technologies, reduce production costs, and expand their customer base. Some of the hard seltzer companies profiled in this report include-

Mark Anthony Brands

Carlsberg

Anheuser-Busch

Coca-Cola

Diageo

Heineken

Boston Beer

Molson Coors Beverage

Constellation Brands

Kopparberg

Hard Seltzer Market Insights

Lucintel forecasts that flavored will remain larger segment over the forecast period due to increasing consumer inclination towards lighter, low-calorie alcoholic beverages, and a favoring options like hard seltzers.

Within this market, metal can will remain larger segment due to ease of use and mobility.

North America will remain the largest region over the forecast period due to strong interest, particularly from younger consumers in the region.

Features of the Global Hard Seltzer Market

Market Size Estimates: Hard seltzer market size estimation in terms of value (\$B).

Trend and Forecast Analysis: Market trends (2018 to 2023) and forecast (2024 to 2030) by various segments and regions.

Segmentation Analysis: Hard seltzer market size by various segments, such as by packaging type, ABV content, flavor, distribution channel, and region in terms of value (\$B).

Regional Analysis: Hard seltzer market breakdown by North America, Europe, Asia Pacific, and Rest of the World.

Growth Opportunities: Analysis of growth opportunities in different packaging types, ABV content, flavors, distribution channels, and regions for the hard seltzer market.

Strategic Analysis: This includes M&A, new product development, and competitive landscape of the hard seltzer market.

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

FAQ

Q1. What is the hard seltzer market size?

Answer: The global hard seltzer market is expected to reach an estimated \$37.85 billion by 2030.

Q2. What is the growth forecast for hard seltzer market?

Answer: The global hard seltzer market is expected to grow with a CAGR of 6.2% from 2024 to 2030.

Q3. What are the major drivers influencing the growth of the hard seltzer market?

Answer: The major drivers for this market are consumers' growing interest in decreasing alcohol intake and embracing the 'sober-curious' lifestyle along with rising health

awareness, leading to a demand for drinks that strike a balance between flavor and well-being.

Q4. What are the major segments for hard seltzer market?

Answer: The future of the hard seltzer market looks promising with opportunities in the metal can and glass bottle markets.

Q5. Who are the key hard seltzer market companies?

Answer: Some of the key hard seltzer companies are as follows:

Mark Anthony Brands

Carlsberg

Anheuser-Busch

Coca-Cola

Diageo

Heineken

Boston Beer

Molson Coors Beverage

Constellation Brands

Kopparberg

Q6. Which hard seltzer market segment will be the largest in future?

Answer: Lucintel forecasts that flavored will remain larger segment over the forecast period due to increasing consumer inclination towards lighter, low-calorie alcoholic beverages, and a favoring options like hard seltzers.

Q7. In hard seltzer market, which region is expected to be the largest in next 5 years?

Answer: North America will remain the largest region over the forecast period due to strong interest, particularly from younger consumers in the region.

Q8. 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 hard seltzer market by packaging type (glass bottles and metal cans), ABV content (1.0% to 4.9%, 5.0% to 6.9%, and others), flavor (classic or unflavored and flavored), distribution channel (off-trade and on-trade), 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 has occurred in the last 5 years and what has its impact been on the industry?

For any questions related to Hard Seltzer Market, Hard Seltzer Market Size, Hard Seltzer Market Growth, Hard Seltzer Market Analysis, Hard Seltzer Market Report, Hard Seltzer Market Share, Hard Seltzer Market Trends, Hard Seltzer Market Forecast, Hard Seltzer Companies, write Lucintel analyst at email: helpdesk@lucintel.com. We will be glad to get back to you soon.

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7.8: Molson Coors Beverage

7.9: Constellation Brands

7.10: Kopparberg

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