

# Global Seltzers Industry Research Report, Competitive Landscape, Market Size, Regional Status and Prospect

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## Abstracts

The report combines extensive quantitative analysis and exhaustive qualitative analysis, ranges from a macro overview of the total market size, industry chain, and market dynamics to micro details of segment markets by type, application and region, and, as a result, provides a holistic view of, as well as a deep insight into the Seltzers market covering all its essential aspects.

For the competitive landscape, the report also introduces players in the industry from the perspective of the market share, concentration ratio, etc., and describes the leading companies in detail, with which the readers can get a better idea of their competitors and acquire an in-depth understanding of the competitive situation. Further, mergers & acquisitions, emerging market trends, the impact of COVID-19, and regional conflicts will all be considered.

In a nutshell, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the market in any manner.

Key players in the global Seltzers market are covered in Chapter 9:

Truly

Henry's

Ficks Real Fruit Hard Seltzer

Nauti Seltzer

White Claw

Sound Craft Seltzer

Pura Still

Smirnoff

Oskar Blues Brewery

In Chapter 5 and Chapter 7.3, based on types, the Seltzers market from 2017 to 2027 is primarily split into:

Spiked Seltzers

Hard Seltzers

In Chapter 6 and Chapter 7.4, based on applications, the Seltzers market from 2017 to 2027 covers:

Online

Offline

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historical data and forecast (2017-2027) of the following regions are covered in Chapter 4 and Chapter 7:

United States

Europe

China

Japan

India

Southeast Asia

Latin America

Middle East and Africa

Client Focus

1. Does this report consider the impact of COVID-19 and the Russia-Ukraine war on the Seltzers market?

Yes. As the COVID-19 and the Russia-Ukraine war are profoundly affecting the global supply chain relationship and raw material price system, we have definitely taken them into consideration throughout the research, and in Chapters 1.7, 2.7, 4.X.1, 7.5, 8.7, we elaborate at full length on the impact of the pandemic and the war on the Seltzers Industry.

2. How do you determine the list of the key players included in the report?

With the aim of clearly revealing the competitive situation of the industry, we concretely analyze not only the leading enterprises that have a voice on a global scale, but also the regional small and medium-sized companies that play key roles and have plenty of potential growth.

Please find the key player list in Summary.

3. What are your main data sources?

Both Primary and Secondary data sources are being used while compiling the report.

Primary sources include extensive interviews of key opinion leaders and industry experts (such as experienced front-line staff, directors, CEOs, and marketing executives), downstream distributors, as well as end-users.

Secondary sources include the research of the annual and financial reports of the top companies, public files, new journals, etc. We also cooperate with some third-party databases.

Please find a more complete list of data sources in Chapters 11.2.1 & 11.2.2.

4. Can I modify the scope of the report and customize it to suit my requirements?

Yes. Customized requirements of multi-dimensional, deep-level and high-quality can help our customers precisely grasp market opportunities, effortlessly confront market challenges, properly formulate market strategies and act promptly, thus to win them sufficient time and space for market competition.

## Outline

Chapter 1 mainly defines the market scope and introduces the macro overview of the industry, with an executive summary of different market segments ((by type, application, region, etc.), including the definition, market size, and trend of each market segment.

Chapter 2 provides a qualitative analysis of the current status and future trends of the market. Industry Entry Barriers, market drivers, market challenges, emerging markets, consumer preference analysis, together with the impact of the COVID-19 outbreak will all be thoroughly explained.

Chapter 3 analyzes the current competitive situation of the market by providing data regarding the players, including their sales volume and revenue with corresponding market shares, price and gross margin. In addition, information about market concentration ratio, mergers, acquisitions, and expansion plans will also be covered.

Chapter 4 focuses on the regional market, presenting detailed data (i.e., sales volume, revenue, price, gross margin) of the most representative regions and countries in the world.

Chapter 5 provides the analysis of various market segments according to product types, covering sales volume, revenue along with market share and growth rate, plus the price analysis of each type.

Chapter 6 shows the breakdown data of different applications, including the consumption and revenue with market share and growth rate, with the aim of helping the readers to take a close-up look at the downstream market.

Chapter 7 provides a combination of quantitative and qualitative analyses of the market size and development trends in the next five years. The forecast information of the

whole, as well as the breakdown market, offers the readers a chance to look into the future of the industry.

Chapter 8 is the analysis of the whole market industrial chain, covering key raw materials suppliers and price analysis, manufacturing cost structure analysis, alternative product analysis, also providing information on major distributors, downstream buyers, and the impact of COVID-19 pandemic.

Chapter 9 shares a list of the key players in the market, together with their basic information, product profiles, market performance (i.e., sales volume, price, revenue, gross margin), recent development, SWOT analysis, etc.

Chapter 10 is the conclusion of the report which helps the readers to sum up the main findings and points.

Chapter 11 introduces the market research methods and data sources.

Years considered for this report:

Historical Years: 2017-2021

Base Year: 2021

Estimated Year: 2022

Forecast Period: 2022-2027

## Contents

### 1 SELTZERS MARKET OVERVIEW

- 1.1 Product Overview and Scope of Seltzers Market
- 1.2 Seltzers Market Segment by Type
  - 1.2.1 Global Seltzers Market Sales Volume and CAGR (%) Comparison by Type (2017-2027)
- 1.3 Global Seltzers Market Segment by Application
  - 1.3.1 Seltzers Market Consumption (Sales Volume) Comparison by Application (2017-2027)
- 1.4 Global Seltzers Market, Region Wise (2017-2027)
  - 1.4.1 Global Seltzers Market Size (Revenue) and CAGR (%) Comparison by Region (2017-2027)
  - 1.4.2 United States Seltzers Market Status and Prospect (2017-2027)
  - 1.4.3 Europe Seltzers Market Status and Prospect (2017-2027)
  - 1.4.4 China Seltzers Market Status and Prospect (2017-2027)
  - 1.4.5 Japan Seltzers Market Status and Prospect (2017-2027)
  - 1.4.6 India Seltzers Market Status and Prospect (2017-2027)
  - 1.4.7 Southeast Asia Seltzers Market Status and Prospect (2017-2027)
  - 1.4.8 Latin America Seltzers Market Status and Prospect (2017-2027)
  - 1.4.9 Middle East and Africa Seltzers Market Status and Prospect (2017-2027)
- 1.5 Global Market Size of Seltzers (2017-2027)
  - 1.5.1 Global Seltzers Market Revenue Status and Outlook (2017-2027)
  - 1.5.2 Global Seltzers Market Sales Volume Status and Outlook (2017-2027)
- 1.6 Global Macroeconomic Analysis
- 1.7 The impact of the Russia-Ukraine war on the Seltzers Market

### 2 INDUSTRY OUTLOOK

- 2.1 Seltzers Industry Technology Status and Trends
- 2.2 Industry Entry Barriers
  - 2.2.1 Analysis of Financial Barriers
  - 2.2.2 Analysis of Technical Barriers
  - 2.2.3 Analysis of Talent Barriers
  - 2.2.4 Analysis of Brand Barrier
- 2.3 Seltzers Market Drivers Analysis
- 2.4 Seltzers Market Challenges Analysis
- 2.5 Emerging Market Trends

2.6 Consumer Preference Analysis

2.7 Seltzers Industry Development Trends under COVID-19 Outbreak

2.7.1 Global COVID-19 Status Overview

2.7.2 Influence of COVID-19 Outbreak on Seltzers Industry Development

### **3 GLOBAL SELTZERS MARKET LANDSCAPE BY PLAYER**

3.1 Global Seltzers Sales Volume and Share by Player (2017-2022)

3.2 Global Seltzers Revenue and Market Share by Player (2017-2022)

3.3 Global Seltzers Average Price by Player (2017-2022)

3.4 Global Seltzers Gross Margin by Player (2017-2022)

3.5 Seltzers Market Competitive Situation and Trends

3.5.1 Seltzers Market Concentration Rate

3.5.2 Seltzers Market Share of Top 3 and Top 6 Players

3.5.3 Mergers & Acquisitions, Expansion

### **4 GLOBAL SELTZERS SALES VOLUME AND REVENUE REGION WISE (2017-2022)**

4.1 Global Seltzers Sales Volume and Market Share, Region Wise (2017-2022)

4.2 Global Seltzers Revenue and Market Share, Region Wise (2017-2022)

4.3 Global Seltzers Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.4 United States Seltzers Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.4.1 United States Seltzers Market Under COVID-19

4.5 Europe Seltzers Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.5.1 Europe Seltzers Market Under COVID-19

4.6 China Seltzers Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.6.1 China Seltzers Market Under COVID-19

4.7 Japan Seltzers Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.7.1 Japan Seltzers Market Under COVID-19

4.8 India Seltzers Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.8.1 India Seltzers Market Under COVID-19

4.9 Southeast Asia Seltzers Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.9.1 Southeast Asia Seltzers Market Under COVID-19

4.10 Latin America Seltzers Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.10.1 Latin America Seltzers Market Under COVID-19

#### 4.11 Middle East and Africa Seltzers Sales Volume, Revenue, Price and Gross Margin (2017-2022)

##### 4.11.1 Middle East and Africa Seltzers Market Under COVID-19

### **5 GLOBAL SELTZERS SALES VOLUME, REVENUE, PRICE TREND BY TYPE**

#### 5.1 Global Seltzers Sales Volume and Market Share by Type (2017-2022)

#### 5.2 Global Seltzers Revenue and Market Share by Type (2017-2022)

#### 5.3 Global Seltzers Price by Type (2017-2022)

#### 5.4 Global Seltzers Sales Volume, Revenue and Growth Rate by Type (2017-2022)

##### 5.4.1 Global Seltzers Sales Volume, Revenue and Growth Rate of Spiked Seltzers (2017-2022)

##### 5.4.2 Global Seltzers Sales Volume, Revenue and Growth Rate of Hard Seltzers (2017-2022)

### **6 GLOBAL SELTZERS MARKET ANALYSIS BY APPLICATION**

#### 6.1 Global Seltzers Consumption and Market Share by Application (2017-2022)

#### 6.2 Global Seltzers Consumption Revenue and Market Share by Application (2017-2022)

#### 6.3 Global Seltzers Consumption and Growth Rate by Application (2017-2022)

##### 6.3.1 Global Seltzers Consumption and Growth Rate of Online (2017-2022)

##### 6.3.2 Global Seltzers Consumption and Growth Rate of Offline (2017-2022)

### **7 GLOBAL SELTZERS MARKET FORECAST (2022-2027)**

#### 7.1 Global Seltzers Sales Volume, Revenue Forecast (2022-2027)

##### 7.1.1 Global Seltzers Sales Volume and Growth Rate Forecast (2022-2027)

##### 7.1.2 Global Seltzers Revenue and Growth Rate Forecast (2022-2027)

##### 7.1.3 Global Seltzers Price and Trend Forecast (2022-2027)

#### 7.2 Global Seltzers Sales Volume and Revenue Forecast, Region Wise (2022-2027)

##### 7.2.1 United States Seltzers Sales Volume and Revenue Forecast (2022-2027)

##### 7.2.2 Europe Seltzers Sales Volume and Revenue Forecast (2022-2027)

##### 7.2.3 China Seltzers Sales Volume and Revenue Forecast (2022-2027)

##### 7.2.4 Japan Seltzers Sales Volume and Revenue Forecast (2022-2027)

##### 7.2.5 India Seltzers Sales Volume and Revenue Forecast (2022-2027)

##### 7.2.6 Southeast Asia Seltzers Sales Volume and Revenue Forecast (2022-2027)

##### 7.2.7 Latin America Seltzers Sales Volume and Revenue Forecast (2022-2027)

##### 7.2.8 Middle East and Africa Seltzers Sales Volume and Revenue Forecast



(2022-2027)

7.3 Global Seltzers Sales Volume, Revenue and Price Forecast by Type (2022-2027)

7.3.1 Global Seltzers Revenue and Growth Rate of Spiked Seltzers (2022-2027)

7.3.2 Global Seltzers Revenue and Growth Rate of Hard Seltzers (2022-2027)

7.4 Global Seltzers Consumption Forecast by Application (2022-2027)

7.4.1 Global Seltzers Consumption Value and Growth Rate of Online(2022-2027)

7.4.2 Global Seltzers Consumption Value and Growth Rate of Offline(2022-2027)

7.5 Seltzers Market Forecast Under COVID-19

## **8 SELTZERS MARKET UPSTREAM AND DOWNSTREAM ANALYSIS**

8.1 Seltzers Industrial Chain Analysis

8.2 Key Raw Materials Suppliers and Price Analysis

8.3 Manufacturing Cost Structure Analysis

8.3.1 Labor Cost Analysis

8.3.2 Energy Costs Analysis

8.3.3 R&D Costs Analysis

8.4 Alternative Product Analysis

8.5 Major Distributors of Seltzers Analysis

8.6 Major Downstream Buyers of Seltzers Analysis

8.7 Impact of COVID-19 and the Russia-Ukraine war on the Upstream and Downstream in the Seltzers Industry

## **9 PLAYERS PROFILES**

9.1 Truly

9.1.1 Truly Basic Information, Manufacturing Base, Sales Region and Competitors

9.1.2 Seltzers Product Profiles, Application and Specification

9.1.3 Truly Market Performance (2017-2022)

9.1.4 Recent Development

9.1.5 SWOT Analysis

9.2 Henry's

9.2.1 Henry's Basic Information, Manufacturing Base, Sales Region and Competitors

9.2.2 Seltzers Product Profiles, Application and Specification

9.2.3 Henry's Market Performance (2017-2022)

9.2.4 Recent Development

9.2.5 SWOT Analysis

9.3 Ficks Real Fruit Hard Seltzer

9.3.1 Ficks Real Fruit Hard Seltzer Basic Information, Manufacturing Base, Sales

## Region and Competitors

9.3.2 Seltzers Product Profiles, Application and Specification

9.3.3 Ficks Real Fruit Hard Seltzer Market Performance (2017-2022)

9.3.4 Recent Development

9.3.5 SWOT Analysis

## 9.4 Nauti Seltzer

9.4.1 Nauti Seltzer Basic Information, Manufacturing Base, Sales Region and Competitors

9.4.2 Seltzers Product Profiles, Application and Specification

9.4.3 Nauti Seltzer Market Performance (2017-2022)

9.4.4 Recent Development

9.4.5 SWOT Analysis

## 9.5 White Claw

9.5.1 White Claw Basic Information, Manufacturing Base, Sales Region and Competitors

9.5.2 Seltzers Product Profiles, Application and Specification

9.5.3 White Claw Market Performance (2017-2022)

9.5.4 Recent Development

9.5.5 SWOT Analysis

## 9.6 Sound Craft Seltzer

9.6.1 Sound Craft Seltzer Basic Information, Manufacturing Base, Sales Region and Competitors

9.6.2 Seltzers Product Profiles, Application and Specification

9.6.3 Sound Craft Seltzer Market Performance (2017-2022)

9.6.4 Recent Development

9.6.5 SWOT Analysis

## 9.7 Pura Still

9.7.1 Pura Still Basic Information, Manufacturing Base, Sales Region and Competitors

9.7.2 Seltzers Product Profiles, Application and Specification

9.7.3 Pura Still Market Performance (2017-2022)

9.7.4 Recent Development

9.7.5 SWOT Analysis

## 9.8 Smirnoff

9.8.1 Smirnoff Basic Information, Manufacturing Base, Sales Region and Competitors

9.8.2 Seltzers Product Profiles, Application and Specification

9.8.3 Smirnoff Market Performance (2017-2022)

9.8.4 Recent Development

9.8.5 SWOT Analysis

## 9.9 Oskar Blues Brewery

9.9.1 Oskar Blues Brewery Basic Information, Manufacturing Base, Sales Region and Competitors

9.9.2 Seltzers Product Profiles, Application and Specification

9.9.3 Oskar Blues Brewery Market Performance (2017-2022)

9.9.4 Recent Development

9.9.5 SWOT Analysis

## **10 RESEARCH FINDINGS AND CONCLUSION**

## **11 APPENDIX**

11.1 Methodology

11.2 Research Data Source

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Seltzers Product Picture

Table Global Seltzers Market Sales Volume and CAGR (%) Comparison by Type

Table Seltzers Market Consumption (Sales Volume) Comparison by Application  
(2017-2027)

Figure Global Seltzers Market Size (Revenue, Million USD) and CAGR (%) (2017-2027)

Figure United States Seltzers Market Revenue (Million USD) and Growth Rate  
(2017-2027)

Figure Europe Seltzers Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure China Seltzers Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Japan Seltzers Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure India Seltzers Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Southeast Asia Seltzers Market Revenue (Million USD) and Growth Rate  
(2017-2027)

Figure Latin America Seltzers Market Revenue (Million USD) and Growth Rate  
(2017-2027)

Figure Middle East and Africa Seltzers Market Revenue (Million USD) and Growth Rate  
(2017-2027)

Figure Global Seltzers Market Sales Volume Status and Outlook (2017-2027)

Table Global Macroeconomic Analysis

Figure Global COVID-19 Status Overview

Table Influence of COVID-19 Outbreak on Seltzers Industry Development

Table Global Seltzers Sales Volume by Player (2017-2022)

Table Global Seltzers Sales Volume Share by Player (2017-2022)

Figure Global Seltzers Sales Volume Share by Player in 2021

Table Seltzers Revenue (Million USD) by Player (2017-2022)

Table Seltzers Revenue Market Share by Player (2017-2022)

Table Seltzers Price by Player (2017-2022)

Table Seltzers Gross Margin by Player (2017-2022)

Table Mergers & Acquisitions, Expansion Plans

Table Global Seltzers Sales Volume, Region Wise (2017-2022)

Table Global Seltzers Sales Volume Market Share, Region Wise (2017-2022)

Figure Global Seltzers Sales Volume Market Share, Region Wise (2017-2022)

Figure Global Seltzers Sales Volume Market Share, Region Wise in 2021

Table Global Seltzers Revenue (Million USD), Region Wise (2017-2022)

Table Global Seltzers Revenue Market Share, Region Wise (2017-2022)

Figure Global Seltzers Revenue Market Share, Region Wise (2017-2022)

Figure Global Seltzers Revenue Market Share, Region Wise in 2021

Table Global Seltzers Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table United States Seltzers Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Europe Seltzers Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table China Seltzers Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Japan Seltzers Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table India Seltzers Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Southeast Asia Seltzers Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Latin America Seltzers Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Middle East and Africa Seltzers Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Global Seltzers Sales Volume by Type (2017-2022)

Table Global Seltzers Sales Volume Market Share by Type (2017-2022)

Figure Global Seltzers Sales Volume Market Share by Type in 2021

Table Global Seltzers Revenue (Million USD) by Type (2017-2022)

Table Global Seltzers Revenue Market Share by Type (2017-2022)

Figure Global Seltzers Revenue Market Share by Type in 2021

Table Seltzers Price by Type (2017-2022)

Figure Global Seltzers Sales Volume and Growth Rate of Spiked Seltzers (2017-2022)

Figure Global Seltzers Revenue (Million USD) and Growth Rate of Spiked Seltzers (2017-2022)

Figure Global Seltzers Sales Volume and Growth Rate of Hard Seltzers (2017-2022)

Figure Global Seltzers Revenue (Million USD) and Growth Rate of Hard Seltzers (2017-2022)

Table Global Seltzers Consumption by Application (2017-2022)

Table Global Seltzers Consumption Market Share by Application (2017-2022)

Table Global Seltzers Consumption Revenue (Million USD) by Application (2017-2022)

Table Global Seltzers Consumption Revenue Market Share by Application (2017-2022)

Table Global Seltzers Consumption and Growth Rate of Online (2017-2022)

Table Global Seltzers Consumption and Growth Rate of Offline (2017-2022)

Figure Global Seltzers Sales Volume and Growth Rate Forecast (2022-2027)

Figure Global Seltzers Revenue (Million USD) and Growth Rate Forecast (2022-2027)

Figure Global Seltzers Price and Trend Forecast (2022-2027)

Figure USA Seltzers Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure USA Seltzers Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Europe Seltzers Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Europe Seltzers Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure China Seltzers Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure China Seltzers Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Japan Seltzers Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Japan Seltzers Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure India Seltzers Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure India Seltzers Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Southeast Asia Seltzers Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Southeast Asia Seltzers Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Latin America Seltzers Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Latin America Seltzers Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Middle East and Africa Seltzers Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Middle East and Africa Seltzers Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Table Global Seltzers Market Sales Volume Forecast, by Type

Table Global Seltzers Sales Volume Market Share Forecast, by Type

Table Global Seltzers Market Revenue (Million USD) Forecast, by Type

Table Global Seltzers Revenue Market Share Forecast, by Type



Table Global Seltzers Price Forecast, by Type

Figure Global Seltzers Revenue (Million USD) and Growth Rate of Spiked Seltzers (2022-2027)

Figure Global Seltzers Revenue (Million USD) and Growth Rate of Spiked Seltzers (2022-2027)

Figure Global Seltzers Revenue (Million USD) and Growth Rate of Hard Seltzers (2022-2027)

Figure Global Seltzers Revenue (Million USD) and Growth Rate of Hard Seltzers (2022-2027)

Table Global Seltzers Market Consumption Forecast, by Application

Table Global Seltzers Consumption Market Share Forecast, by Application

Table Global Seltzers Market Revenue (Million USD) Forecast, by Application

Table Global Seltzers Revenue Market Share Forecast, by Application

Figure Global Seltzers Consumption Value (Million USD) and Growth Rate of Online (2022-2027)

Figure Global Seltzers Consumption Value (Million USD) and Growth Rate of Offline (2022-2027)

Figure Seltzers Industrial Chain Analysis

Table Key Raw Materials Suppliers and Price Analysis

Figure Manufacturing Cost Structure Analysis

Table Alternative Product Analysis

Table Downstream Distributors

Table Downstream Buyers

Table Truly Profile

Table Truly Seltzers Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Truly Seltzers Sales Volume and Growth Rate

Figure Truly Revenue (Million USD) Market Share 2017-2022

Table Henry's Profile

Table Henry's Seltzers Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Henry's Seltzers Sales Volume and Growth Rate

Figure Henry's Revenue (Million USD) Market Share 2017-2022

Table Ficks Real Fruit Hard Seltzer Profile

Table Ficks Real Fruit Hard Seltzer Seltzers Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Ficks Real Fruit Hard Seltzer Seltzers Sales Volume and Growth Rate

Figure Ficks Real Fruit Hard Seltzer Revenue (Million USD) Market Share 2017-2022

Table Nauti Seltzer Profile

Table Nauti Seltzer Seltzers Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Nauti Seltzer Seltzers Sales Volume and Growth Rate

Figure Nauti Seltzer Revenue (Million USD) Market Share 2017-2022

Table White Claw Profile

Table White Claw Seltzers Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure White Claw Seltzers Sales Volume and Growth Rate

Figure White Claw Revenue (Million USD) Market Share 2017-2022

Table Sound Craft Seltzer Profile

Table Sound Craft Seltzer Seltzers Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Sound Craft Seltzer Seltzers Sales Volume and Growth Rate

Figure Sound Craft Seltzer Revenue (Million USD) Market Share 2017-2022

Table Pura Still Profile

Table Pura Still Seltzers Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Pura Still Seltzers Sales Volume and Growth Rate

Figure Pura Still Revenue (Million USD) Market Share 2017-2022

Table Smirnoff Profile

Table Smirnoff Seltzers Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Smirnoff Seltzers Sales Volume and Growth Rate

Figure Smirnoff Revenue (Million USD) Market Share 2017-2022

Table Oskar Blues Brewery Profile

Table Oskar Blues Brewery Seltzers Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Oskar Blues Brewery Seltzers Sales Volume and Growth Rate

## Figure Oskar Blues Brewery Revenue (Million USD) Market Share 2017-2022

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