

# Global Bitters Market Research Report 2018

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## Abstracts

This report studies the Bitters market status and outlook of global and major regions, from angles of players, regions, product types and end industries; this report analyzes the top players in global and major regions, and splits the Bitters market by product type and applications/end industries.

The market concentration rate of bitters is low, and the top brands are mainly located in Italy, Germany, France, UK, United States, Czech Republic, Hungary, Trinidad and Netherlands etc.

The global leading players are German Mast-Jagermeister, Underberg, Kuemmerling, and Italian Fratelli Bionca (Fernet Bionca), Gruppo Campari (Campari, Aperol, Cynar, Amaro Braulio and Averna), French Angostura Bitters, Pernod Ricard (Ramazzotti, Fernet Capri), and Danish Gammel Dansk, and Hungarian Unicum etc.

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.

Global consumption of bitters rises up from 1785 Million Liter in 2013 to 2037 Million Liter in 2017, and it will reach 2664 million liter in 2025; while the global bitters revenue was 9790 million US\$ in 2017 and it will be 12480 million US\$ in 2025, with a CAGR of 3.1% from 2017 to 2025, driven the stable demands from Europe and North America and the growing demands from Asia Pacific regions, especially in China, India and Southeast Asia.

The major players in global Bitters market include

Mast-Jagermeister (Germany)

Fratelli Branca (Fernet Branca) (Italy)

Stock Spirits Group PLC (Czech Republic)

Gruppo Campari (Campari, Aperol, Cynar, Amaro Braulio and Averna) (Italy)

Angostura Bitters (France)

Underberg AG (Germany)

Gammel Dansk (Denmark)

Kuemmerling KG (Germany)

Unicum (Hungary)

Scrappy's Bitters (US)

Pernod Ricard (Ramazzotti, Fernet Capri) (France)

Geographically, this report is segmented into several key Regions, with Sales, Sales, revenue, Market Share and Growth Rate of Bitters in these regions, from 2012 to 2025 (forecast), covering

North America

Europe

Asia-Pacific

South America

Middle East and Africa

On the basis of product, the Bitters market is primarily split into

Cocktail Bitters

Aperitif Bitters

Digestif Bitters

Medicinal Bitters

On the basis on the end users/applications, this report covers

Restaurant Service

Retail Service

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