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Gin Market Forecasts to 2032 – Global Analysis By Product Type (London Dry Gin, Old Tom Gin, Plymouth Gin, Contemporary/New Western Gin, Flavored & Infused Gin, Genever, Non-Alcoholic Gin, Navy Strength Gin and Other Product Types), Production Method (Pot Distilled Gin, Column Distilled Gin and Compound Gin), Flavor, Price Point, Distribution Channel and By Geography

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Abstracts

According to Stratistics MRC, the Global Gin Market is accounted for $17.6 billion in 2025 and is expected to reach $25.4 billion by 2032 growing at a CAGR of 5.4% during the forecast period. Gin is a clear, distilled alcoholic spirit known for its predominant flavor derived from juniper berries. As a neutral grain spirit, it is redistilled with a variety of botanicals, including but not limited to coriander seed, angelica root, citrus peel, and other spices, to create its distinctive profile. The legal definition and production methods of gin vary by region, but its core identity remains its juniper-forward taste. Originating in the Netherlands and gaining popularity in England, gin has evolved into a versatile and widely used spirit, serving as the base for a multitude of classic and modern cocktails.

Market Dynamics:

Driver:

Explosive growth of pre-mixed canned gin & tonics, cocktails, and seltzers

Consumers are increasingly drawn to the convenience, portability, and consistent flavor

profiles offered by pre-mixed cocktails and seltzers. This trend is particularly strong among younger demographics and urban populations seeking premium experiences without the need for bartending skills. Innovations in packaging and flavor infusion are further enhancing product appeal, with brands experimenting with botanicals and exotic ingredients. The RTD segment is also benefiting from expanded retail distribution and e-commerce penetration, making these products more accessible than ever.

Restraint:

Supply chain volatility for botanicals

Fluctuations in climate conditions, geopolitical tensions, and transportation bottlenecks have disrupted the steady supply of these ingredients. Additionally, the need for consistent quality and traceability adds complexity to procurement processes. Producers face challenges in maintaining flavor consistency when botanical availability is compromised, which can affect brand reputation. Rising costs of specialty ingredients and delays in customs clearance are further straining production timelines and margins.

Opportunity:

Strengthening direct-to-consumer (DTC) sales channels

DTC platforms allow brands to showcase their unique stories, offer personalized product bundles, and gather valuable customer insights. Subscription models and limited-edition releases are gaining traction, fostering brand loyalty and repeat purchases. Enhanced logistics and fulfillment capabilities are enabling faster delivery and better customer service. Moreover, social media and influencer marketing are amplifying brand visibility, helping niche and craft gin producers reach targeted audiences without relying solely on traditional retail.

Threat:

Increased government regulations and taxes

Governments across various regions are implementing higher excise duties, labeling requirements, and advertising restrictions aimed at curbing alcohol consumption. These measures can significantly impact profitability, especially for small and mid-sized distillers. Regulatory unpredictability also hampers long-term planning and investment in innovation. In some markets, restrictions on online alcohol sales and cross-border shipping are limiting the growth potential of emerging DTC models.

Covid-19 Impact:

The pandemic reshaped consumer behavior and supply chain dynamics within the gin market. While on-premise consumption declined due to lockdowns and social distancing, off-premise and online sales surged as consumers sought at-home indulgence. Craft distilleries pivoted toward digital engagement and virtual tastings, creating new experiential formats. However, disruptions in raw material sourcing and labor shortages affected production schedules, especially for artisanal brands. The crisis also accelerated interest in health-conscious formulations, prompting some producers to explore low-alcohol or botanical-forward variants.

The london dry gin segment is expected to be the largest during the forecast period

The london dry gin segment is expected to account for the largest market share during the forecast period due to its classic flavor profile, regulatory clarity, and widespread consumer recognition. Its production method, which prohibits artificial flavoring post-distillation, ensures a consistent and authentic taste that appeals to purists and mixologists alike. The segment benefits from strong brand heritage and established distribution networks across both mature and emerging markets.

The column distilled gin segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the column distilled gin segment is predicted to witness the highest growth rate driven by technological advancements and evolving consumer preferences. This method allows for greater control over purity and flavor extraction, enabling producers to craft nuanced and innovative expressions. The segment is attracting attention from craft distillers experimenting with exotic botanicals and sustainable production techniques. Its scalability and efficiency make it appealing for large-scale operations looking to meet rising demand.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share fueled by rising disposable incomes, urbanization, and a growing appreciation for premium spirits. Countries like Japan, India, and Australia are witnessing a surge in

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craft distilleries and local botanical experimentation. Cultural shifts toward Western-style cocktails and the proliferation of upscale bars are driving consumption. Regional players are leveraging indigenous ingredients to create distinctive offerings that resonate with local palates.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR propelled by the craft spirits movement and increasing consumer interest in artisanal products. The region is home to a vibrant ecosystem of small-batch distilleries that emphasize transparency, sustainability, and innovation. Demand for flavored and infused gins is rising, particularly among millennials and Gen Z consumers seeking novel drinking experiences. Regulatory support for craft alcohol and the expansion of tasting rooms and distillery tours are enhancing brand engagement.

Key players in the market

Some of the key players in Gin Market include William Grant & Sons Ltd., The Sustainable Spirit Company, The East India Company Ltd, Suntory Holdings Limited, St. George Spirits, San Miguel Corporation, Radico Khaitan Ltd, Pernod Ricard, Nao Spirits & Beverages Pvt. Ltd., Lucas Bols N.V., Hayman's of London, Four Pillars Distillery, Forest Spirits by La Hanoudi?re, Edinburgh Gin, Diageo plc, Davide Campari-Milano N.V., Bayab African Gin, and Bacardi Limited.

Key Developments:

In June 2025, Nao Spirits & Beverages Pvt. Ltd. announced it acquired a majority controlling stake in Nao Spirits (makers of Greater Than and Hapusa). The move makes Nao part of Diageo’s India premium strategy, integrating well-performing craft gin brands into a larger distribution footprint.

In June 2025, Edinburgh Gin announced the opening of a new state-of-the-art distillery and launched a Rooftop Garden Gin distillery-exclusive. Edinburgh Gin also ran a new campaign in April 2025 to support brand activity around the distillery and new releases.

In May 2025, Four Pillars unveiled novel limited editions in early 2025 and made its mainland China debut / signed travel-retail distribution partnerships. The brand’s 2025 activity emphasises creative limited releases and stepping up international distribution in APAC / travel retail.

Product Types Covered:

London Dry Gin

Old Tom Gin

Plymouth Gin

Contemporary/New Western Gin

Flavored & Infused Gin

Genever

Non-Alcoholic Gin

Navy Strength Gin

Other Product Types

Production Methods Covered:

Pot Distilled Gin

Column Distilled Gin

Compound Gin

Flavours Covered:

Citrus

Floral

Spicy/Herbal

Fruity

Classic/Neutral

Other Flavours

Price Points Covered:

Standard

Premium

Super-Premium

Ultra-Premium

Distribution Channels Covered:

On-Trade

Off-Trade

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:
- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

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Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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