

# Ginger Ale - Global Market Outlook (2016-2022)

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## Abstracts

According to Statistics MRC, the Global Ginger Ale market is expected to grow from \$XX million in 2016 to reach \$XX million by 2022 with a CAGR of XX%. Varying consumer's preferences towards drinks which are less in calorie to high-calorie beverages and numerous ginger flavors which are boosting the young drinkers are some of the factors influencing the market growth. In addition excess use of sodas in soft drinks reducing calcium levels in the body and use of artificial ingredients are hindering the market growth.

Based on product type, dry ginger is anticipated to be fastest growing segment during the forecast period as dry ginger is rich in flavour and it is used in alcoholic beverages. It is also used in cases of sore throat, nausea, vomiting and constipation. By distribution channel, supermarket/hypermarket segment leads the market globally. The growth of this segment is attributed to the availability of ginger ale in different brands so that customers can make their own choice. North America is expected to dominate the ginger ale market followed by Asia Pacific due to its low yeast and high-fructose corn syrup.

Some of the key players in global ginger ale market include Zevia , Blenheim Bottling Company Inc , Starbucks Corporation, Honest Tea, A-Treat Bottling Company, Seagram, Buffalo Rock, Bulls head and Cadbury Schweppes P.L.C.

Product Types Covered:

Dry ginger ale

Golden ginger ale

Distribution Channels Covered:

Specialist stores

Supermarkets/ hypermarkets

Convenience stores

Other distribution channels

Mass merchandisers

Independent retailers

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

France

Italy

UK

Spain

Rest of Europe

## Asia Pacific

Japan

China

India

Australia

New Zealand

Rest of Asia Pacific

## Rest of the World

Middle East

Brazil

Argentina

South Africa

Egypt

## **WHAT OUR REPORT OFFERS:**

Market share assessments for the regional and country level segments

Market share analysis of the top industry players

Strategic recommendations for the new entrants

Market forecasts for a minimum of 7 years of all the mentioned segments, sub segments and the regional markets

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

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