

# Premium Beverages & Craft Drinks Market Forecasts to 2032 – Global Analysis By Product (Alcoholic Beverages and Non-Alcoholic Beverages), Ingredient Type, Packaging Type, Price Range, Consumer Demographic, Distribution Channel and By Geography

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## Abstracts

According to Statistics MRC, the Global Premium Beverages & Craft Drinks Market is accounted for \$257.6 billion in 2025 and is expected to reach \$505.2 billion by 2032 growing at a CAGR of 10.1% during the forecast period. Premium Beverages & Craft Drinks refer to high-quality, often artisanal beverages that emphasize superior ingredients, unique flavors, and distinctive production methods. Unlike mass-market drinks, these beverages focus on craftsmanship, authenticity, and sensory experience, appealing to consumers willing to pay a premium for quality, exclusivity, and brand storytelling. They encompass categories such as craft beer, specialty spirits, fine wines, functional beverages, and gourmet non-alcoholic drinks. Premium and craft beverages often incorporate natural ingredients, innovative recipes, small-batch production, and sustainable practices, catering to discerning tastes while reflecting lifestyle, culture, and a growing consumer preference for personalized and elevated drinking experiences.

### Market Dynamics:

Driver:

Rising Consumer Sophistication

Rising consumer sophistication is a major driver of the premium beverages and craft drinks market. Modern consumers increasingly seek unique flavors, high-quality ingredients, and artisanal production techniques. They value authenticity, brand

storytelling, and elevated drinking experiences. Growing awareness of health, origin, and sustainability also influences purchasing decisions. This demand encourages producers to innovate, diversify product lines, and emphasize craftsmanship, thereby driving the adoption and expansion of premium and craft beverage offerings worldwide.

Restraint:

### High Production & Input Costs

High production and input costs remain a key restraint for the market. Premium beverages often rely on small-batch production, artisanal ingredients, and specialized processing techniques, which increase operational expenses. Importing high-quality raw materials and maintaining strict quality standards adds further financial burden. These costs may limit profit margins, particularly for emerging brands or producers in cost-sensitive markets. Until efficiencies, scaling solutions, or cost-effective sourcing are implemented, high production expenses may constrain market expansion.

Opportunity:

### Premiumization Trends

Premiumization trends present significant growth opportunities in the market. Consumers are increasingly willing to pay a premium for unique, high-quality, and sustainable beverages. Functional ingredients, limited-edition products, and artisanal methods enhance perceived value. Brands leveraging innovation, storytelling, and luxury positioning can attract affluent and experience-driven customers. As lifestyles evolve and disposable incomes rise, premiumization encourages diversification, product differentiation, and market expansion, reinforcing the growth potential for craft and high-quality beverage segments.

Threat:

### Regulatory Complexities

Regulatory complexities pose a notable threat to the premium beverages and craft drinks market. Stringent labeling requirements, import/export restrictions, and alcohol regulations vary across regions, creating compliance challenges. Small and medium-sized producers may struggle to navigate differing legal standards and approval

processes, slowing market entry. Changes in taxation or health regulations can also affect pricing and consumer demand. Without harmonized and clear regulatory frameworks, market growth may face obstacles, particularly in international expansion and distribution.

### **Covid-19 Impact:**

The COVID-19 pandemic had a mixed impact on the premium beverages and craft drinks market. On one hand, lockdowns and bar closures reduced on-premise consumption, impacting sales. On the other hand, home consumption, online sales, and direct-to-consumer channels grew, fostering interest in artisanal, high-quality beverages. Consumers explored new flavors and health-oriented drinks during home consumption. Supply chain disruptions temporarily affected production, but the pandemic ultimately accelerated digital retail adoption and reinforced long-term consumer appreciation for premium beverage experiences.

The clean label additives segment is expected to be the largest during the forecast period

The clean label additives segment is expected to account for the largest market share during the forecast period, due to increasing consumer demand for transparency and natural ingredients. Premium and craft beverage producers are reformulating products to replace artificial preservatives, colors, and flavors with natural alternatives. This trend aligns with health-conscious, sustainability-minded consumers seeking authentic, minimally processed beverages. Widespread adoption across functional drinks, spirits, and non-alcoholic craft beverages ensures this segment maintains a dominant position in the market.

The glass bottles segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the glass bottles segment is predicted to witness the highest growth rate, due to its premium perception, sustainability, and recyclability. Consumers associate glass packaging with quality, taste preservation, and luxury appeal. Craft beverage producers increasingly adopt glass bottles to enhance brand image and align with eco-conscious trends. Regulatory support for sustainable packaging and rising environmental awareness further accelerate adoption, making glass packaging a key driver for market differentiation and growth in the premium beverages sector.

**Region with largest share:**

During the forecast period, the Asia Pacific region is expected to hold the largest market share, due to rapid urbanization, rising disposable incomes, and growing interest in premium and artisanal beverages. Countries such as China, India, Japan, and South Korea are witnessing strong adoption of craft beer, specialty spirits, and functional drinks. Expanding retail networks, e-commerce penetration, and cultural interest in unique flavors support regional growth. Increasing health consciousness and brand awareness further strengthen the region's market leadership.

**Region with highest CAGR:**

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to strong consumer preference for craft, artisanal, and health-oriented beverages. High disposable income, lifestyle-driven consumption, and early adoption of premium trends fuel market expansion. Widespread e-commerce, direct-to-consumer channels, and innovative product launches enhance accessibility. Regulatory support for craft beverage production, coupled with consumer interest in sustainability and clean label products, drives rapid adoption and positions North America as the fastest-growing regional market.

**Key players in the market**

Some of the key players in Premium Beverages & Craft Drinks Market include Diageo plc, Remy Cointreau Group, Pernod Ricard SA, Campari Group, Bacardi Limited, Treasury Wine Estates, Brown-Forman Corporation, E. & J. Gallo Winery, Constellation Brands, Inc., Beam Suntory Inc., Heineken N.V., Carlsberg Group, Anheuser-Busch InBev SA/NV, Molson Coors Beverage Company and Asahi Group Holdings, Ltd.

**Key Developments:**

In December 2025, Carlsberg Asia is deepening its alliance with Meituan through first-ever Black Pearl Restaurant Guide collaboration, blending premium dining with digital access and quick commerce to offer curated beer experiences, delivery options, and personalised promotions that elevate beer enjoyment across China and beyond.

In November 2025, Carlsberg has signed renewable energy Power Purchase Agreements (PPAs) in the Nordics, reinforcing its sustainability goals. These agreements secure long-term clean electricity supply, reduce carbon emissions, and

support the brewer's ambition to achieve net-zero operations while promoting regional renewable energy development.

Products Covered:

Alcoholic Beverages

Non-Alcoholic Beverages

Ingredient Types Covered:

Natural & Organic Ingredients

Low/No Sugar Formulations

Botanical & Herbal Infusions

Clean Label Additives

Exotic Fruits & Flavors

Packaging Types Covered:

Glass Bottles

Sustainable & Recyclable Packaging

Cans

Kegs & Growlers

Tetra Packs

Price Ranges Covered:

Super Premium

Affordable Premium

Premium

Consumer Demographics Covered:

Millennials

Generation X

Generation Z

High-Income Consumers

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**

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

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