

Australia Ginger Beer Market, By Type (Alcoholic, Non-alcoholic), By Distribution Channel (On-trade, Off-trade), By Flavor (Original, Flavored), By Region, Competition, Forecast & Opportunities, 2020-2030F

<https://marketpublishers.com/r/A7A3F874B801EN.html>

Date: September 2025

Pages: 85

Price: US\$ 3,500.00 (Single User License)

ID: A7A3F874B801EN

Abstracts

Market Overview

Australia ginger beer market was valued at USD 97.28 Million in 2024 and is expected to reach USD 156.79 Million by 2030 with a CAGR of 8.28% during the forecast period. The Australian ginger beer market is experiencing steady growth, driven by increasing consumer demand for premium, craft, and healthier beverage alternatives. The market benefits from the rising popularity of non-alcoholic ginger beer as a refreshing, naturally spicy drink, while alcoholic ginger beer gains traction among younger consumers seeking unique, low-ABV options.

A key trend is the shift toward natural and organic ingredients, with brands emphasizing no artificial additives, reduced sugar, and cold-pressed ginger extracts to cater to health-conscious buyers. The craft beverage movement has also influenced the market, with small-batch producers like Stone & Wood and Brookvale Union offering artisanal, small-brewed ginger beers with distinctive flavors. Flavored variants, such as lemon-ginger, raspberry-ginger, and chili-infused ginger beers, are expanding the category's appeal, particularly in the on-trade sector (bars, restaurants, and cafes). Meanwhile, off-trade sales (supermarkets, liquor stores, and online retailers) remain dominant due to convenience and wider product availability, with e-commerce playing an increasingly vital role in distribution. The market is also seeing sustainability-driven innovations, including eco-friendly packaging and locally sourced ingredients, aligning with Australia's growing environmental consciousness. Additionally, collaborations with mixologists and the use of ginger beer in cocktails (e.g., Moscow Mule) are boosting its

visibility in the hospitality sector. With strong competition from established players like Bundaberg and Schweppes, as well as emerging craft brands, the Australian ginger beer market is poised for continued expansion, supported by evolving consumer preferences and product diversification.

Key Market Drivers

Rising Demand for Health-Conscious and Natural Beverages

One of the primary drivers of the Australian ginger beer market is the increasing consumer preference for healthier, natural, and functional beverages. 73% of Australian consumers prefer beverages with natural ingredients, with ginger ranked among the top 5 functional ingredients. Ginger beer, traditionally made from fermented ginger root, is perceived as a better alternative to sugary sodas due to its natural spice, lower sugar variants, and digestive health benefits. Consumers are actively seeking drinks with no artificial preservatives, organic ingredients, and reduced-calorie formulations, prompting brands like Bundaberg, CAPI, and Bickford's to emphasize clean-label products. 55% of shoppers check sugar content before purchasing soft drinks, fuelling demand for reduced-sugar ginger beers (Australian Health Survey, 2024). Additionally, the immunity-boosting and anti-inflammatory properties of ginger have further elevated its appeal, especially post-pandemic, as shoppers prioritize wellness-focused beverages. The shift toward craft and small-batch production also aligns with this trend, as artisanal brands highlight authenticity and premium quality, attracting health-aware demographics.

Key Market Challenges

Intense Competition and Market Saturation

One of the primary challenges in the Australian ginger beer market is the high level of competition, both from established players and new craft entrants. Dominant brands like Bundaberg and Schweppes hold significant market share, making it difficult for smaller producers to gain visibility. Additionally, the growing popularity of ginger beer has led to a flood of new brands, resulting in market saturation. Consumers are faced with an overwhelming number of choices, forcing companies to invest heavily in marketing, branding, and product differentiation to stand out. Smaller craft breweries, in particular, struggle with limited shelf space in retail stores, as large supermarkets prioritize well-known brands with proven sales performance. This competitive pressure also drives down profit margins, especially for artisanal producers who rely on premium pricing but face cost constraints in production and distribution.

Key Market Trends

Premiumization and Craft Innovation

The Australian ginger beer market is experiencing a surge in premium and craft offerings, driven by consumers' growing preference for high-quality, artisanal beverages. While mass-produced brands like Bundaberg and Schweppes dominate mainstream retail, smaller craft producers are gaining traction by emphasizing small-batch production, unique flavor profiles, and locally sourced ingredients. Brands such as Brookvale Union, Stone & Wood, and The Ginger Beer Factory are experimenting with cold-pressed ginger, organic spices, and barrel-aged fermentation techniques to create differentiated products. This trend is particularly strong in the on-trade sector, where bars and restaurants seek exclusive ginger beers for cocktails and premium non-alcoholic pairings. Additionally, limited-edition seasonal releases (e.g., spiced winter ginger beers or tropical summer blends) are becoming popular, catering to consumers looking for novelty and exclusivity. As premiumization continues, brands that can combine authentic craftsmanship with storytelling (e.g., heritage brewing methods or sustainable sourcing) will stand out in a crowded market.

Key Market Players

Bundaberg Brewed Drinks Pty Ltd

The Coca-Cola Company Australia

Asahi Beverages Oceania Pty Ltd

Lion Pty Ltd

CAPL Pty Ltd

Brookvale Union Pty Ltd

Stone & Wood Brewing Co.

Bickford's Australia Pty Ltd

Mojo Beverages Pty Ltd

The Ginger Beer Factory Pty Ltd

Report Scope:

In this report, the Australia Ginger Beer market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Australia Ginger Beer Market, By Type:

Alcoholic

Non-alcoholic

Australia Ginger Beer Market, By Distribution Channel:

On-trade

Off-trade

Australia Ginger Beer Market, By Flavor:

Original

Flavored

Australia Ginger Beer Market, By Region:

Australia Capital Territory & New South Wales

Northern Territory & Southern Australia

Western Australia

Queensland

Victoria & Tasmania

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Australia Ginger Beer market.

Available Customizations:

Australia Ginger Beer market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. INTRODUCTION

- 1.1. Market Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Types of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER

- 4.1. Brand Awareness
- 4.2. Factor Influencing Availing Decision

5. AUSTRALIA GINGER BEER MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value

5.2. Market Share & Forecast

- 5.2.1. By Type Market Share Analysis (Alcoholic, Non-alcoholic)
- 5.2.2. By Distribution Channel Market Share Analysis (On-trade, Off-trade)
- 5.2.3. By Flavor Market Share Analysis (Original, Flavored)
- 5.2.4. By Regional Market Share Analysis
 - 5.2.4.1. Australia Capital Territory & New South Wales Market Share Analysis
 - 5.2.4.2. Northern Territory & Southern Australia Market Share Analysis
 - 5.2.4.3. Western Australia Market Share Analysis
 - 5.2.4.4. Queensland Market Share Analysis
 - 5.2.4.5. Victoria & Tasmania Market Share Analysis
- 5.2.5. By Top 5 Companies Market Share Analysis, Others (2024)

5.3. Australia Ginger Beer Market Mapping & Opportunity Assessment

- 5.3.1. By Type Market Mapping & Opportunity Assessment
- 5.3.2. By Distribution Channel Market Mapping & Opportunity Assessment
- 5.3.3. By Flavor Market Mapping & Opportunity Assessment
- 5.3.4. By Regional Market Mapping & Opportunity Assessment

6. AUSTRALIA ALCOHOLIC GINGER BEER MARKET OUTLOOK

6.1. Market Size & Forecast

- 6.1.1. By Value

6.2. Market Share & Forecast

- 6.2.1. By Distribution Channel Market Share Analysis
- 6.2.2. By Flavor Market Share Analysis

7. AUSTRALIA NON-ALCOHOLIC GINGER BEER MARKET OUTLOOK

7.1. Market Size & Forecast

- 7.1.1. By Value

7.2. Market Share & Forecast

- 7.2.1. By Distribution Channel Market Share Analysis
- 7.2.2. By Flavor Market Share Analysis

8. MARKET DYNAMICS

8.1. Drivers

8.2. Challenges

9. MARKET TRENDS & DEVELOPMENTS

- 9.1. Merger & Acquisition (If Any)
- 9.2. Type Launches (If Any)
- 9.3. Recent Developments

10. DISRUPTIONS: CONFLICTS, PANDEMICS AND TRADE BARRIERS

11. PORTERS FIVE FORCES ANALYSIS

- 11.1. Competition in the Industry
- 11.2. Potential of New Entrants
- 11.3. Power of Suppliers
- 11.4. Power of Customers
- 11.5. Threat of Substitute Product

12. AUSTRALIA ECONOMIC PROFILE

13. COMPETITIVE LANDSCAPE

- 13.1. Company Profiles
 - 13.1.1. Bundaberg Brewed Drinks Pty Ltd.
 - 13.1.1.1. Business Overview
 - 13.1.1.2. Company Snapshot
 - 13.1.1.3. Product & Services
 - 13.1.1.4. Financials (As Per Availability)
 - 13.1.1.5. Key Market Focus & Geographical Presence
 - 13.1.1.6. Recent Developments
 - 13.1.1.7. Key Management Personnel
 - 13.1.2. The Coca-Cola Company Australia
 - 13.1.3. Asahi Beverages Oceania Pty Ltd
 - 13.1.4. Lion Pty Ltd
 - 13.1.5. CAPI Pty Ltd
 - 13.1.6. Brookvale Union Pty Ltd
 - 13.1.7. Stone & Wood Brewing Co.
 - 13.1.8. Bickford's Australia Pty Ltd
 - 13.1.9. Mojo Beverages Pty Ltd
 - 13.1.10. The Ginger Beer Factory Pty Ltd.

14. STRATEGIC RECOMMENDATIONS

14.1. Key Focus Areas

14.1.1. Target Type

14.1.2. Target Flavor

14.1.3. Target Region

15. ABOUT US & DISCLAIMER

I would like to order

Product name: Australia Ginger Beer Market, By Type (Alcoholic, Non-alcoholic), By Distribution Channel (On-trade, Off-trade), By Flavor (Original, Flavored), By Region, Competition, Forecast & Opportunities, 2020-2030F

Product link: <https://marketpublishers.com/r/A7A3F874B801EN.html>

Price: US\$ 3,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A7A3F874B801EN.html>