

Global Alcoholic Drinks Market, By Product (Beer, Vodka, Whisky, Wine, Rum & Others (Gin, Tequila, Brandy, Breezer, etc.)), By Packaging Type (Bottles and Can), By Distribution Channel (Liquor Stores, On-Premises, Convenience Stores, Hypermarket/Supermarket, Online Sales Channel & Others (Direct Selling, Airport Retails, etc.)), By Region, Competition Forecast and Opportunities, 2026

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Abstracts

The global alcoholic drinks market was valued at USD470.20 billion in 2020 and is expected to reach USD695.01 billion by 2026F, registering a CAGR of 6.92% during the forecast period. The global alcoholic drinks market is driven by growing per capita income, changing consumer mindsets, rising young population base, and increasing premiumization of alcoholic drinks. Nowadays customers are increasingly selecting quality above quantity. Consumers are looking for a healthier and more balanced lifestyle and younger generations are even more concerned about their well-being and keen on sharing friendly moments. Furthermore, they are seeking clarification and demanding higher standards in areas such as sustainable production processes, carbon footprints, eco-friendly packaging, and more. Thus, manufacturers now find an opportunity to sell alcoholic drinks at higher prices. Additionally, companies are expanding their product portfolio in the low/no alcohol, low sugar, and calorie categories. They are clearly communicating product content and educating customers on moderate drinking and developing products with ingredients from sustainable agriculture to hold a strong consumer base in the alcohol industry, globally.

The global alcoholic drinks market is segmented into product, packaging type,

distribution channel, region, and company. Based on product, beer accounted for the majority of market share in the global alcoholic drinks market due to availability of beers in various flavor at lower price across the globe. In a country like Japan, there are several types of beer beverages that have emerged in the recent years namely happoshu and new-genre beer. Due to taxation issues, these beverages are taxed less because they contain less or no malt and thus, can be sold at lower prices. Based on distribution channel, the global alcoholic drinks market is segmented into liquor stores, on-premises, convenience stores, hypermarket/ supermarket, online sales channel, and others. Among them, liquor stores have accounted for the majority of market share of around 30% in the global alcoholic drinks market followed by on-premises due to the presence of various licensed liquor stores across the globe.

Regionally, Europe accounted for the majority of share in global alcoholic drinks market in 2020 followed by North America and Asia-Pacific. This can be attributed to the increasing sales of premium wines in countries like Germany, France, Italy, etc. in Europe. In countries like the United States, alcoholic drinks including beer and wine are usually preferred by many of the individuals on social events like, birthdays, festivals, business meetings, bachelors party and family gathering, etc. which had resulted in the growth for alcoholic drinks market in North America. To remain competitive in the market, companies are continuously engaged in mergers & acquisitions, product developments, new product launches and others strategic developments. In 2019, brand named The Glenlivet launched “Original by Tradition” campaign to showcase how the brand has defined new ways to enjoy single malt beyond misconceptions and gender stereotypes.

The major players operating in the global alcoholic drinks market are Anheuser-Busch InBev, Heineken Holding N.V, Diageo, Kweichow Moutai Co. Ltd., Pernod Ricard and Others.

Years considered for this report:

Historical Years: 2016-2019

Base Year: 2020

Estimated Year: 2021E

Forecast Period: 2022F-2026F

Objective of the Study:

To analyse the historical growth in the market size of the global alcoholic drinks market from 2016 to 2020.

To estimate and forecast the market size of the global alcoholic drinks market from 2021 to 2026 and growth rate until 2026.

To define, classify and forecast the global alcoholic drinks market based on product, packaging type, distribution channel, region and company.

To identify the dominant region or segment in the global alcoholic drinks market.

To identify drivers and challenges for the global alcoholic drinks market.

To examine competitive developments such as expansions, new product launches, mergers, and acquisitions, etc. in the global alcoholic drinks market.

To identify and analyze the profile of leading players operating in the global alcoholic drinks market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of manufacturers across the globe. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research was able to include the manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the manufacturers, distribution channels and presence of all major players across the globe.

TechSci Research calculated the market size of the global alcoholic drinks market using a bottom-up and top-down approach, wherein data for various global alcoholic drinks type segments were recorded and forecast for the future years. TechSci Research sourced these values from industry experts and company representatives and externally validated them through analyzing historical data of these products and distribution channels for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations, and financial reports were also studied by TechSci Research.

Key Target Audience:

Alcoholic drinks manufacturers, suppliers, distributors, and other stakeholders

Government bodies such as regulating authorities and policy makers

Market research and consulting firms

Organizations, forums, and alliances related to alcoholic drinks

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as manufacturers, suppliers and partners, end users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

Report Scope:

In this report, global alcoholic drinks market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Global Alcoholic Drinks Market, By Product:

Beer

Vodka

Whisky

Wine

Rum

Others (Gin, Tequila, Brandy, Breezer, etc.)

Global Alcoholic Drinks Market, By Packaging Type:

Bottles

Can

Global Alcoholic Drinks Market, By Distribution Channel:

Liquor Stores

On-Premises

Convenience Stores

Hypermarket/Supermarket

Online Sales Channel

Others (Direct Selling, Airport Retails, etc.))

Global Alcoholic Drinks Market, By Region:

Europe

Germany

United Kingdom

France

Italy

Spain

North America

United States

Canada

Mexico

Asia-Pacific

China

Russia

Japan

South Korea

India

South America

Brazil

Argentina

Colombia

Middle East and Africa

South Africa

UAE

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global alcoholic drinks market.

Available Customizations:

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:

Global Alcoholic Drinks Market, By Product (Beer, Vodka, Whisky, Wine, Rum & Others (Gin, Tequila, Brandy, Bre...

Company Information

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

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