

# **Canned Alcoholic Drinks Market Size, Share, and Outlook, 2025 Report- By Type (Wine, RTD Cocktails, Hard Seltzers), Material (Aluminum, Steel, Alcohol, Ethyl, Isopropyl, Denatured Alcohol), Application (Residential, Hotels, Restaurants and Bars), Distribution Channel (Supermarkets and Hypermarkets, Liquor Stores, Duty-Free Stores, Online, Others), and Companies, 2021-2032**

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## **Abstracts**

### **Canned Alcoholic Drinks Market Outlook**

The global Canned Alcoholic Drinks market is expected to register a growth rate of 17.5% during the forecast period from \$16.8 Billion in 2024 to \$61 Billion in 2032. The Canned Alcoholic Drinks market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Canned Alcoholic Drinks segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Wine, RTD Cocktails, Hard Seltzers), Material (Aluminum, Steel, Alcohol, Ethyl, Isopropyl, Denatured Alcohol), Application (Residential, Hotels, Restaurants and Bars), Distribution Channel (Supermarkets and Hypermarkets, Liquor Stores, Duty-Free Stores, Online, Others). Over 70 tables and charts showcase findings from our latest survey report on Canned Alcoholic Drinks markets.

## Canned Alcoholic Drinks Market Insights, 2025

The canned alcoholic drinks market experiences robust expansion in 2025, propelled by consumer demand for convenience, portability, and variety. Ready-to-drink (RTD) cocktails, hard seltzers, and flavored malt beverages dominate innovation, offering low-calorie, low-sugar, and diverse flavor profiles. Younger generations drive adoption through preference for socially shareable, on-the-go alcohol formats that fit active lifestyles. Packaging innovations focus on sustainability with recyclable and lightweight materials. The market's rapid growth is visible across North America, Europe, and Asia-Pacific, supported by increasing off-premise consumption and expanding retail distribution. Brands leverage influencer marketing and experiential campaigns to engage consumers and differentiate in a crowded landscape.

### Five Trends that will define global Canned Alcoholic Drinks market in 2025 and Beyond

A closer look at the multi-million global market for Canned Alcoholic Drinks identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Canned Alcoholic Drinks companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

### What are the biggest opportunities for growth in the Canned Alcoholic Drinks industry?

The Canned Alcoholic Drinks sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

### Canned Alcoholic Drinks Market Segment Insights

The Canned Alcoholic Drinks industry presents strong offers across categories. The analytical report offers forecasts of Canned Alcoholic Drinks industry performance across segments and countries. Key segments in the industry include By Type (Wine, RTD Cocktails, Hard Seltzers), Material (Aluminum, Steel, Alcohol, Ethyl, Isopropyl,

Denatured Alcohol), Application (Residential, Hotels, Restaurants and Bars), Distribution Channel (Supermarkets and Hypermarkets, Liquor Stores, Duty-Free Stores, Online, Others). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Canned Alcoholic Drinks market size outlook is provided for 22 countries across these regions.

### Market Value Chain

The chapter identifies potential companies and their operations across the global Canned Alcoholic Drinks industry ecosystem. It assists decision-makers in evaluating global Canned Alcoholic Drinks market fundamentals, market dynamics, and disruptive trends across the value chain segments.

### Scenario Analysis and Forecasts

Strategic decision-making in the Canned Alcoholic Drinks industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios low growth, reference case, and high growth cases.

### Asia Pacific Canned Alcoholic Drinks Market Analysis A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

### The State of Europe Canned Alcoholic Drinks Industry 2025 Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Canned Alcoholic Drinks with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Canned Alcoholic Drinks market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Canned Alcoholic Drinks market Insights Executives are most excited about opportunities for the US Canned Alcoholic Drinks industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Canned Alcoholic Drinks companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Canned Alcoholic Drinks market.

Latin American Canned Alcoholic Drinks market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Canned Alcoholic Drinks Markets New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Canned

Alcoholic Drinks markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Canned Alcoholic Drinks markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

## Competitive Landscape How Canned Alcoholic Drinks companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Kweichow Moutai Co., Ltd., Wuliangye Yibin Co., Ltd., Diageo plc, Anheuser-Busch InBev SA/NV, Heineken N.V., Suntory Holdings Limited, Bacardi Limited, Pernod Ricard SA, Constellation Brands, Inc., Brown-Forman Corporation, Union Wine Company, LLC, Asahi Group Holdings, Ltd., Sula Vineyards Pvt. Ltd., Kona Brewing Co., LLC, Barefoot Cellars.

## Canned Alcoholic Drinks Market Scope

### Leading Segments

#### By Type

Wine

RTD Cocktails

Hard Seltzers

#### By Material

Aluminum

Steel

By Alcohol

Ethyl

Isopropyl

Denatured Alcohol

By Application

Residential

Hotels

Restaurants and Bars

By Distribution Channel

Supermarkets and Hypermarkets

Liquor Stores

Duty-Free Stores

Online

Others

Leading Companies

Kweichow Moutai Co., Ltd.

Wuliangye Yibin Co., Ltd.

Diageo plc

Anheuser-Busch InBev SA/NV

Heineken N.V.

Suntory Holdings Limited

Bacardi Limited

Pernod Ricard SA

Constellation Brands, Inc.

Brown-Forman Corporation

Union Wine Company, LLC

Asahi Group Holdings, Ltd.

Sula Vineyards Pvt. Ltd.

Kona Brewing Co., LLC

Barefoot Cellars

Geographies

North AmericaUS, Canada, Mexico

EuropeGermany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia PacificChina, India, Japan, South Korea, Australia, South East Asia, Others

Latin AmericaBrazil, Argentina, Others

Middle East and AfricaSaudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape

2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

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RTD Cocktails

Hard Seltzers

### By Material

Aluminum

Steel

### By Alcohol

Ethyl

Isopropyl

Denatured Alcohol

### By Application

Residential

Hotels

Restaurants and Bars

### By Distribution Channel

Supermarkets and Hypermarkets

Liquor Stores

Duty-Free Stores

Online

Others

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Anheuser-Busch InBev SA/NV  
Heineken N.V.  
Suntory Holdings Limited  
Bacardi Limited  
Pernod Ricard SA  
Constellation Brands, Inc.  
Brown-Forman Corporation  
Union Wine Company, LLC  
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