

The Global Hard Seltzer Market - Analysis, Size, Trends, Consumption, and Forecast

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Abstracts

The Global Hard Seltzer Market Report Description

This report presents a comprehensive overview of the global hard seltzer market, the effect of recent high-impact world events on it, and a forecast for the market development in the medium term. The report provides a strategic analysis of the global hard seltzer market and describes the main market participants, growth and demand drivers, challenges, and other factors that influence the development of the market. The report covers 8 regions and 152 countries

The report on the global hard seltzer market covers the following regions and countries:

Africa - Algeria, Angola, Botswana, Cameroon, Congo (Democratic Republic), Congo Republic, Egypt, Ethiopia, Equatorial Guinea, Ghana, the Ivory Coast, Kenya, Libya, Madagascar, Malawi, Mauritius, Morocco, Mozambique, Namibia, Nigeria, Senegal, South Africa, Sudan, Tanzania, Togo, Tunisia, Uganda, Zambia, Zimbabwe.

Asia Pacific - Australia, Bangladesh, Cambodia, India, Indonesia, Malaysia, Myanmar (Burma), Nepal, New Zealand, Pakistan, Philippines, Singapore, Sri Lanka, Thailand, Vietnam.

Commonwealth of Independent States (CIS) countries - Armenia, Azerbaijan, Belarus, Georgia, Kazakhstan, Kyrgyzstan, Moldova, Russian Federation, Turkmenistan, Ukraine, Uzbekistan.

Europe - Austria, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Montenegro, Norway, Netherlands, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, United Kingdom, Turkey.

Middle East - Bahrain, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia, Syria, United Arab Emirates, Yemen.

North America - Canada, Mexico, United States of America.

Northeast Asia - China, Hong Kong, Taiwan, Japan, South Korea.

South and Central America - Argentina, Bahamas, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Jamaica, Nicaragua, Panama, Paraguay, Peru, Trinidad, Uruguay, Venezuela.

The report covers hard seltzer (a low-alcohol, clear, and effervescent beverage (ranging from 4% to 6% ABV; including hard seltzer of all flavors with an ABV > 0.5%; excluding alcohol-free seltzer (ABV

Alcohol content: 1.0% - 4.9% ABV content; 5.0% - 6.9% ABV content; 7% and above ABV content

Flavor: Fruit seltzer; Fruit and spice seltzer; Spice, herb, or vegetable seltzer

Price segments: Mass; Mid-priced; Premium

Packaging: Glass; Plastic; Metal; Paper and paperboard; Others

Retail format: Less than 187 ml; 188 - 375 ml; 376 - 500 ml; 501 - 750 ml; 751 - 1.5 l; 1.51 - 3 l; 3.01 l and more

Distribution channels: HoReCa; Retail

Retail distribution channels: Supermarkets and hypermarkets; Convenience stores; Specialist retailers; Independent retailers; Others

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State of the Global Demographics and Economy

This section of the report presents you with historical and forecast data about key macroeconomic indicators of the global demographics and economy:

What are the values of key global economic indicators (GDP, inflation, unemployment, government debt, etc.)?

What are the values of key global demographic indicators (population, growth rate, life expectancy, age and gender, etc.)?

Analysis of the Global Hard Seltzer Market

The market analysis section provides an overview of the market size and dynamics in volume and value terms for the last five years. It answers the following questions:

What is the size of the global hard seltzer market?

Which region and country had the largest hard seltzer markets in the last five years?

How is the global market structured?

What are the major trends affecting the market?

Which are the major companies on the market?

How intensive is the competitive landscape?

What are the drivers and challenges affecting market development?

Global Hard Seltzer Prices

The price section of the report answers:

How is the value chain of the market formed?

What is the structure of price formation?

What are the average global prices of hard seltzer?

What are the average prices of hard seltzer in each region and country?

Global Imports of Hard Seltzer

The import section of the report answers:

How has the volume and value of imports changed over the past five years?

Which region and country imported the most hard seltzer?

What are the average import prices of hard seltzer in each region and country?

Global Exports of Hard Seltzer

The export section of the report answers:

How has the volume and value of exports changed over the past five years?

Which region and country exported the most hard seltzer?

What are the average export prices of hard seltzer in each region and country?

Forecast

The final section of the report presents a forecast for the development of the market based on three scenarios - base, pessimistic, and optimistic. The forecast section answers:

How will the global hard seltzer market develop over the next five years for each scenario?

Short Methodology

This research report has been prepared with WMStrategy's research methodology. It includes a blend of qualitative and quantitative data. The information comes from official sources and includes insights from local market experts (representatives of the main market participants), gathered by semi-structured interviews.

For this particular report, more than 10 interviews have been conducted with market

experts from the leading companies (producers, distributors, retailers, suppliers, etc.). The full list of interviewed experts and a detailed methodology are available upon request.

Customization

The report will be updated as of the current month of purchase, which is why it will be dispatched within five working days after order confirmation. If the report is missing data points you need, it can be amended to fit your specific requirements and satisfy your individual objectives and information needs. Contact us for more information!

Report Benefits

Discover how the market performed in the past (in the last five years) and how it will perform in the future (in the next six years);
Track and identify market trends and insights on drivers behind recent market changes;
Determine global usage of hard seltzer by segments;
Discover which are the most promising markets and segments;
Strategically assess the competitive position of the main market players;
Evaluate how diversified the market is in terms of competitive intensity, fragmentation, and environment to understand competitive threats;
Assess growth potential, opportunities, demand drivers, and challenges on the market;
Quickly and cost-effectively receive a complete strategic analysis of the market;
Improve your pitches and presentations by using verified market data and expert insights;
Make important strategic decisions safely and with confidence;
Receive professional expertise on the market and its development;
Empower your marketing, branding, strategy, product and business development, consumption, and supply functions with valuable market insights;
Build your investment strategy by assessing market attractiveness, country attractiveness, or company attractiveness;
Evaluate the key macroeconomic indicators to get insight into the general trends within the economy and demographics;
Acquire data your competitors might already have and be acting upon.

Report Users

This market research report is ideal for people who want to gain a comprehensive understanding of the global hard seltzer market. Most often these are professionals actively working in the market as:

C-suite executives;
Directors;

Industry strategists;
Marketing professionals;
Business development professionals;
Product developers;
Product marketers and strategists;
Product managers;
Project managers;
Suppliers;
Traders.

This report can also bring value to professionals, not actively involved in the market, such as:

Management consultants;
Investment managers;
Financial professionals;
Bank managers;
M&A managers;
Auditors.

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