

Global Alcoholic Tea Market Report and Forecast 2024-2032

Market Report | 2023-12-21 | 215 pages | EMR Inc.

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Report description:

Global Alcoholic Tea Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the global alcoholic tea market is driven by the rising retail alcoholic beverage industry. Aided by the evolving consumer preference for innovative beverages and the rising appeal of fusion drinks, the alcoholic tea industry is also catalysed by the growth of the RTD alcoholic beverage market, which is projected to further grow at a CAGR of 7% between 2024 and 2032.

Alcoholic tea, a unique blend of traditional tea leaves and alcohol, is gaining traction as a novel beverage choice among consumers. It offers a sophisticated flavour profile, marrying the soothing notes of tea with the boldness of alcohol. The beverage caters to a wide array of consumers, from traditional tea enthusiasts to adventurous alcohol connoisseurs seeking a fresh experience.

As per the alcoholic tea market analysis, the surge in demand for alcoholic tea can be attributed to a multitude of factors. A pivotal one is the shifting consumer preference towards beverages that offer both flavour and functionality. Alcoholic teas, often infused with herbs and botanicals, not only promise an indulgent taste but also provide potential health benefits, including antioxidants and polyphenols.

Furthermore, the explosion of craft breweries and distilleries worldwide has contributed significantly to the alcoholic tea market growth. These establishments experiment with diverse ingredients, bringing innovative beverages like alcoholic tea to the forefront. Their efforts are complemented by the global trend of mindful drinking, where consumers are progressively gravitating towards beverages with lower alcohol content, seeking a balance between enjoyment and their health.

The hospitality sector, especially bars and restaurants, has played a pivotal role in popularising alcoholic tea and further propelling the alcoholic tea market demand. By incorporating alcoholic tea into their menu, either as standalone drinks or a base for cocktail, these establishments have introduced a broader audience to the beverage's unique appeal.

Beyond its growing presence in the beverage scene, alcoholic tea is making strides in the retail sector. Packaged alcoholic tea, available in bottles and cans, is gaining popularity, especially among the younger demographic and further increasing value of the alcoholic tea market size. Their convenient packaging, coupled with intriguing flavour variations, makes them an attractive choice for social gatherings, picnics, get together, and relaxation.

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Market Segmentation □

The market can be divided based on flavours, base, end use, and region.

Market Breakup by Flavours

- Gin
- Vodka
- Bourbon
- Rum
- Irish Cream
- Others

Market Breakup by Base

- Berries
- Lime
- Cucumber
- Peach
- Mint
- Coconut
- Mango
- Sweet Apricot
- Others

Market Breakup by End Use

- Retail
- Industrial

Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the global alcoholic tea market. Some of the major players explored in the report by Expert Market Research are as follows:

- Red Diamond, Inc.
- Tea Venture Limited
- MB-Holding GmbH & Co. KG
- Noveltea
- Others

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