

**Flavored Alcohol Market By Type (Vodka, Rum, Whiskey, Wine, Beer, Others), By Flavor (Pineapple, Passion Fruit, Black Currant, Lime, Apple, Cherry, Others), By Distribution channel (Supermarket/Hypermarket, Specialty Retailers, Convenience Stores, E-Commerce, Others): Global Opportunity Analysis and Industry Forecast, 2023-2032**

Market Report | 2023-11-01 | 280 pages | Allied Market Research

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**Report description:**

The global flavored alcohol market is anticipated to reach \$1,793.70 billion by 2032, growing from \$1,167.40 billion in 2022 at a CAGR of 4.6% from 2023 to 2032.

Flavored alcohol is an alcoholic beverage that is been infused or flavored with natural or artificial flavors, herbs, spices, fruits, or other substances to enhance the taste and scent. These flavorings are combined with the base alcohol, which can be distilled spirits like vodka, rum, gin, or whiskey or lighter spirits such as wine or beer. The goal of flavoring is to provide a more enjoyable and unique drinking experience by imparting a specific taste profile to the beverage. Flavored alcohol is available in a variety of flavors and is popular among consumers looking for an alternative to the standard, unflavored forms of alcoholic beverages.

Fruit-infused vodkas (e.g., citrus, berry, or apple-flavored vodka), spiced rum (with added spices and herbs), flavored liqueurs (e.g., coffee liqueur or fruit liqueurs), and even flavored beers and ciders (e.g., pumpkin spice beer or apple cinnamon cider) are all types of flavored alcohol.

Growing food & beverages industry, increasing demand for healthy drinks, rising disposable income, changing consumer tastes and preferences, rising consumption per consumer, and increasing health awareness among consumers are some of the primary factors driving the global flavored alcohol market growth. Companies are attempting to create new variations of fruit tastes in order to increase client base, which is projected to boost revenue growth of this market in the future. Furthermore, consumers are migrating from high alcohol content beverages to low alcohol content beverages, and the growing popularity of this among the youthful population is a crucial factor driving the growth of the market during the forecast period.

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However, stringent government regulations such as restricting underage drinking to protect adolescents and young adults, high taxation, the high cost of premium or super premium fruit-flavored alcoholic beverages, and the ban of alcohol from supermarkets in some regions are major factors anticipated to hamper the market expansion. Also, the wide adoption of nonalcoholic beverages is expected to limit the flavored alcohol market growth during the forecast period.

Pre-mixed or RTD alcoholic drinks are growing more popular, potentially increasing demand for flavored spirits, since there is a rising need for grab-and-go convenience that fits into today's customers' busy yet healthy lifestyles. Apart from beer and soda, canned wine, cocktails, and hard seltzers are gaining popularity, owing to the on-the-go mentality. Furthermore, in order to boost sales, alcohol companies are focusing on direct-to-consumer offers via online retail. These factors are anticipated to create several growth opportunities for the key players operating in the market in the future.

The key players profiled in this report include Kerry Group, Cargill Inc., ADM, Givaudan, Symrise AG, TOSHEV, Austria Juice, MANE, Dakini Health Foods, and Castel Group. The market players are continuously striving to achieve a dominant position in this competitive market using strategies such as collaborations and acquisitions.

#### Key Benefits For Stakeholders

- This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the flavored alcohol market analysis from 2022 to 2032 to identify the prevailing flavored alcohol market opportunities.
- The market research is offered along with information related to key drivers, restraints, and opportunities.
- Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.
- In-depth analysis of the flavored alcohol market segmentation assists to determine the prevailing market opportunities.
- Major countries in each region are mapped according to their revenue contribution to the global market.
- Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.
- The report includes the analysis of the regional as well as global flavored alcohol market trends, key players, market segments, application areas, and market growth strategies.

Additional benefits you will get with this purchase are:

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- Investment Opportunities
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- Technology Trend Analysis
- Go To Market Strategy
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- Average Selling Price Analysis / Price Point Analysis
- Criss-cross segment analysis- market size and forecast
- Expanded list for Company Profiles
- Historic market data
- Key player details (including location, contact details, supplier/vendor network etc. in excel format)
- Product Consumption Analysis
- SWOT Analysis

#### Key Market Segments

##### By Type

- Wine
- Beer
- Others
- Vodka
- Rum
- Whiskey

##### By Flavor

- Pineapple
- Passion Fruit
- Black Currant
- Lime
- Apple
- Cherry
- Others

##### By Distribution channel

- Supermarket/Hypermarket
- Specialty Retailers
- Convenience Stores
- E-Commerce
- Others

##### By Region

- North America
- U.S.
- Canda
- Mexcio
- Europe
- Germany
- UK
- France
- Spain
- Italy
- Rest of Europe
- Asia-Pacific
- China
- Japan
- India
- South Korea
- Australia

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- Rest of Asia-Pacific
- LAMEA
- Brazil
- Saudi Arabia
- United Arab Emirates
- South Africa
- Rest of LAMEA
- Key Market Players
- Kerry Group
- Cargill Inc.
- ADM
- Givaudan
- Symrise AG
- TOSHEV
- Austria Juice
- MANE
- Dakini Health Foods
- Castel Group

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