

# Global Vodka Market 2019 Key Players, Share, Trends, Sales, Segmentation and Forecast to 2024

*Wiseguyreports.Com Adds "Vodka 2019-2024 Global Market Survey Industry Key Players – Popov, SKYY, New Amsterdam, Grand Teton, UV Blue" To Its Research Database*

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-- [Vodka Market 2019-2024](#)

## Scope of the Report:

No wonder vodka or the global white spirits market is one of the biggest markets throughout the globe. As per the latest publications, the global white spirits market clocked the figure of \$51.5 billion in the year 2018. Vodka, on the other hand, still takes a significant chunk of the business. The drink reached a figure of xx billion US dollars in the year 2018. The element is bound to grow exponentially at a compound annual growth rate of xx percent in the period 2019-2025. If the statistics remain the same, the industry will cross a significant milestone by the year 2025.

The astounding growth figures have drawn the attention of investors all over the world. The lucrative options coupled with high growth rates has helped the industry in a lot many different ways.

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## Facts affecting the market prospects

There is a slew of factors that affect the growth rates of the vodka industry. The rising globalization in countries like India and China has affected the sales figure positively. On the other hand, factors like social acceptance and fading constraints on women have affected the



WISE GUY  
REPORTS

Norah Trent Partner Relations & Marketing Manager

✉ sales@wiseguyreports.com

☎ Ph: +1-646-845-9349 (US) Ph: +44 208 133 9349 (UK)

🌐 <https://www.linkedin.com/company/4828928>

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region in a much positive way. Other factors like the rise in purchasing power of the consumers have affected the growth rates too. These audience search for relatively better products. No matter whatever the conditions are, the industry is booming day and night and has emerged out to be a favorite segment for investors.

Despite the growth prospects, there are hurdles in the path of growth opportunities in the region. The strict laws imposed by the local governments is one such example. Vodka or any other fluid is a strict no in Gujarat. Along with it, orthodox methods and the rising unemployment has affected the growth prospects in the region.

Despite the harsh conditions, the liquid is in high demand in the rest of Southeast Asia.

### Major companies

Some of the major brands that have been in the industry are Popov, SKYY, New Amsterdam, Grand Teton, Titoas Handmade, and UV Blue. These companies have been in the industry for years altogether and know what works and what does not. One of the factors that have been discouraging is the changing tastes of millennial. Millennial are everywhere and form a crucial part of the population. These individuals are quite unpredictable and find solace in experimentation. They try several flavors and make their cocktails. Delivering solutions that fit the market is impossible as they try to mix each and everything.

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But as they grow, they prefer to go with a particular brand only. This critical insight can be strategic advice and can help companies figure out their solutions. On the other hand, they drive online sales much better than offline sales. These key insights can help companies learn a lot about their behavior and predict their requirements in advanced through latest technologies like machine learning.

The vodka industry is massive in itself. Companies, whether small or large, are trying to figure about solutions that can help them build a brand for themselves in the market.

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Contact Us: Sales@Wiseguyreports.Com Ph: +1-646-845-9349 (Us) Ph: +44 208 133 9349 (Uk)

NORAH TRENT

WISE GUY RESEARCH CONSULTANTS PVT LTD

646-845-9349 (US), +44 208 133 9349 (UK)

[email us here](#)

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