

Alcoholic Beverages Market Growth to Hit USD 2036.6 Billion at a 2.2% CAGR Through 2031

Alcoholic Beverages Market (2021 - 2031) Size, Share, Competitive Landscape and Trend Analysis Report, by Type, by Distribution Channel, and by Region.

WILMINGTON, DE, UNITED STATES, July 1, 2026 /EINPresswire.com/ -- The latest study by Allied Market Research, titled "[Alcoholic Beverages Market Size, Share & Trends Forecast 2021-2031](#)," offers an in-depth analysis of the global and regional dynamics shaping this rapidly evolving industry. This comprehensive report highlights the competitive landscape, key market segments, value chain analysis, and emerging technological and regulatory trends expected between 2021 and 2031. The report provides actionable insights for business leaders, policymakers, investors, and new market entrants seeking to understand growth opportunities and mitigate risks. It explores strategic frameworks that help organizations leverage market opportunities, adapt to disruptions, and build long-term competitive advantages.

With a focus on innovation, scalability, and future readiness, this report equips decision-makers with actionable insights, rich visuals, and verified data-driven strategies. As global disposable income rises, consumer preferences shift toward premiumization, and the cocktail culture and ready-to-drink (RTD) segment flourish, the Alcoholic Beverages Market is witnessing transformative growth across product types, distribution channels, and geographies.

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□ Market Drivers of Alcoholic Beverages Market

The growth of the Alcoholic Beverages Market is primarily driven by an increase in disposable income and changing consumer preferences, the rise in the youth population and the average



number of female drinkers, and the increase in the number of on-premise distribution channels globally. The expanding food and beverage industry, the wide variety of alcoholic beverage offerings, and the growing popularity of cocktail culture and premium spirits are further fuelling robust market demand. The rapid expansion of the ready-to-drink (RTD) cocktail segment including bar-quality canned cocktails is creating new revenue opportunities across both developed and developing markets. Rising digital marketing adoption by alcohol brands, an increase in customer awareness regarding alcoholic beverage products, growing acceptance of moderate consumption for cardiovascular health benefits, and the drive toward sustainability in production and sourcing are further shaping market dynamics and positioning the market for sustained momentum over the forecast period.

□ Scope of the Alcoholic Beverages Market:

The Alcoholic Beverages Market encompasses a fast-evolving ecosystem of fermented and distilled beverage products, raw ingredient sourcing, manufacturing and brewing operations, and multi-channel distribution networks. The holistic approach tracks the entire value chain from grain, fruit, and agricultural ingredient suppliers, fermentation and distillation manufacturers, breweries and distilleries, and brand owners to convenience stores, liquor retailers, grocery chains, supermarkets, on-premise establishments, and internet retailing platforms across core regions including North America, Europe, Asia-Pacific, and LAMEA. The report also examines regulatory frameworks governing alcohol production, labelling, and sale, ESG and sustainability trends in the spirits and brewing industries, premiumization and RTD innovation pipelines, and investment outlooks, positioning this study as an end-to-end roadmap for stakeholders navigating growth, risk, and transformation in the global alcoholic beverage landscape.

□ Following are the Players Analyzed in the Report:

Anheuser-Busch InBev SA/NV (AB InBev)
Bacardi Limited
Carlsberg Group
Constellation Brands, Inc.
Diageo Plc
Heineken N.V.
Molson Coors Beverage Company
Pernod Ricard SA
Suntory Holdings Limited
Wuliangye Yibin Co., Ltd.
Tsingtao Brewery Co., Ltd.
Brown-Forman Corporation
Budweiser Brewing Company APAC Limited
Asahi Group Holdings, Ltd.
Beijing Yanjing Brewery Co., Ltd.

□ Comprehensive Segmentation and Classification of the Report:

By Type:

Beer (highest revenue contributor in 2021 with CAGR of 1.95%; most widely consumed alcoholic beverage globally)

Ale

Lager

Hybrid

Distilled Spirits

Rum

Whiskey

Vodka

Others

Wine

Sparkling Wine

Fortified Wine

Others

Others (RTD Cocktails, Hard Seltzers, Hard Kombucha, and others)

By Distribution Channel:

Convenience Stores

On Premises (restaurants, bars, hotels, and food service establishments)

Liquor Stores

Grocery Shops

Internet Retailing

Supermarkets (largest market share in 2021; expected to witness the highest growth during the forecast period)

□ Regional Analysis:

» North America: U.S., Canada, Mexico (Strong premiumization trend; rapid growth of RTD cocktail and hard seltzer segments; high consumer spending on premium and imported spirits)

» Europe: Germany, France, UK, Italy, Spain, Rest of Europe (Major wine and spirits market; growing sustainability initiatives in Scotch whisky and craft beer production)

» Asia-Pacific: China, Japan, India, South Korea, Rest of Asia-Pacific (Largest regional market in 2021 at USD 572,624.0 million; China is the world's top beer consumer; projected to reach USD 724,205.6 million by 2031 at a CAGR of 2.28%)

» LAMEA: Brazil, South Africa, Argentina, Rest of LAMEA (Emerging markets with rising middle-class disposable income and growing cocktail culture)

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□ Highlights of Our Report:

Extensive Market Analysis: A deep dive into brewing, fermentation, and distillation manufacturing capabilities, product innovation trends including RTD cocktails, craft spirits, and premium wine segments and production volumes within the global Alcoholic Beverages Market.

Corporate Insights: An in-depth review of company profiles spotlighting major players and their strategic manoeuvres including new product launches, brand expansions, R&D investments, and geographic market entries.

Consumption Trends: A detailed analysis of consumption patterns across product types and distribution channels, offering insight into current demand dynamics and evolving consumer preferences for premium, flavored, and health-conscious alcoholic beverages.

Segmentation Details: An exhaustive breakdown of type and distribution channel segments covering beer sub-types, spirits varieties, wine categories, and all major retail and on-premise formats depicting the market's spread across diverse consumer demographics.

Pricing Evaluation: A study of pricing structures and elements including premiumization trends, taxation and regulatory cost impacts, and sustainability investment premiums influencing alcoholic beverages market pricing strategies.

Future Outlook: Predictive insights into market trends, growth prospects, and potential challenges including health concerns related to excessive alcohol consumption and government prohibition policies in certain markets through 2031.

□ Key Benefits of the Report:

Data-driven insights into trends, opportunities, and challenges from 2021 to 2031

Forecasts of revenue by segment (type and distribution channel) and region

Competitive landscape benchmarking and market share analysis with player positioning

Porter's Five Forces analysis highlighting the potency of buyers and suppliers

Regulatory and innovation trend impact assessments including alcohol labelling requirements, health warnings, and sustainability standards

Strategy frameworks (Porter's Five Forces, SWOT, PESTEL)

In-depth analysis of emerging growth strategies and disruptions in the global alcoholic beverage industry

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□ Key Reasons to Buy:

This report profiles key players in the Alcoholic Beverages Market based on the following parameters company details (founding date, headquarters, manufacturing bases), product portfolio, sales data, market share, and ranking.

This market report illustrates key insights about market drivers, restraints, opportunities, market trends, and regional outlook.

This report provides an in-depth analysis of the Alcoholic Beverages Market and provides market size (US\$ Billion) and CAGR for the forecast period (2021-2031), considering 2021 as the base year.

This report elucidates potential market opportunities across different segments and explains attractive investment proposition matrices for this market.

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Chapter 7: To evaluate the market by segments, by countries, and by manufacturers/companies with revenue share and sales by key countries in these various regions (2021-2031)

Chapters 8 & 9: Appendix, Methodology and Data Source

□ Key Questions Answered:

Who are the major players operating in the Alcoholic Beverages Market?

What is the expected market size and CAGR through 2031?

Which product types, distribution channels, and geographies will lead growth?

What are the top challenges and growth inhibitors, including health risks associated with excessive consumption and government prohibition and regulatory policies?

How is the competitive landscape evolving through premiumization strategies, RTD cocktail launches, digital marketing adoption, and sustainability initiatives?

What are the most effective strategies for entry, expansion, and sustainability in the global [alcoholic beverages industry](#)?

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David Correa

Allied Market Research

+ + 1 800-792-5285

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