

# Vodka Market is estimated to be US\$ 97.72 billion by 2030 with a CAGR of 8.90% during the forecast period

**Vodka Market** accounted for US\$ 41.78 billion in 2020 and is estimated to be US\$ 97.72 billion by 2030 and is anticipated to register a CAGR of 8.90%. Vodka is a widely consumed distilled alcoholic beverage that originated in Poland, Sweden, and Russia. Vodka is created from fermented cereal grains and largely consists of water and ethanol. Recently, some well-known brands have begun to employ potatoes in the production of vodka, as well as fruits, honey, and maple sap in the creation of flavored vodkas. Vodka has a higher alcohol level than beer and other alcoholic beverages, with 40% by volume.

The report " **Global Vodka Market, By Distribution Channel (Supermarket, Department Store, Bar, and Others), By Type (Flavored Vodka and Un-Flavored Vodka), and By Region (North America, Europe, Asia Pacific, Latin America, and Middle East & Africa) - Trends, Analysis and Forecast till 2029**"

## Key Highlights:

- In 2019, Bacardi Limited revived its previous Breezer brand with Ready-To-Drink vodka mixes. Cocktails that are ready to drink are packaged in vividly coloured decorative cans and bottles, making them more appealing and shareable on social media sites. Maintaining taste, quality ingredients, and authenticity is a huge problem for important actors.

## Analyst View:

The global vodka business is being propelled by millennials' growing interest in cocktail culture. Companies are currently experimenting with new vodka cocktail flavors, which is encouraging consumers to try more expensive alcoholic beverages. To keep up with these quick shifts in consumer tastes, key players are developing new products. For example, Pernod Ricard released L'Orbe, a Caviar-infused vodka, in 2019. In addition, Hilton Head Distillery debuted 'Aermoor,' a vodka with a birthday cake flavour.

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## Key Market Insights from the report:

Global Vodka Market accounted for US\$ 41.78 billion in 2020 and is estimated to be US\$ 97.72 billion by 2030 and is anticipated to register a CAGR of 8.90%. The global vodka market report segments the market on the basis of type, distribution channel, flavor, and region.

- Based on Type, Global Vodka Market is segmented into Flavored Vodka and Un-Flavored Vodka.
- Based on Distribution Channel, Global Vodka Market is segmented into Supermarket, Department Store, Bar, and Others.
- Based on Flavor, Global Vodka Market is segmented into Flavored Vodka and Un-Flavored Vodka.
- By Region, the Global Vodka Market is segmented into North America, Europe, Asia Pacific, Latin America, and Middle East & Africa.

### **Competitive Landscape & their strategies of Global Vodka Market:**

Key players in the global vodka market includes, Belvedere Ltd., Brown-Forman Corp., Diageo North America Inc., Pernod Ricard S.A, Russian Standard Corp., Bacardi Ltd., Brown-Forman Corp., Central European Distribution Corp., Diageo Plc., and Diageo Group Holdings Ltd.

The market provides detailed information regarding the industrial base, productivity, strengths, manufacturers, and recent trends which will help companies enlarge the businesses and promote financial growth. Furthermore, the report exhibits dynamic factors including segments, sub-segments, regional marketplaces, competition, dominant key players, and market forecasts. In addition, the market includes recent collaborations, mergers, acquisitions, and partnerships along with regulatory frameworks across different regions impacting the market trajectory. Recent technological advances and innovations influencing the global market are included in the report.