

Ginger Beer Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> ****Industry:**** Coffee, Tea & Beverages (Food & Beverage)

> ****Source:**** <https://www.mordorintelligence.com/industry-reports/ginger-beer-market>

> ****Scraped Date:**** 2026-09-17

Executive Market Summary

Market Metric	Details
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Base Market Size	USD 6.45 billion
Projected Forecast (2031)	USD 6.45 billion
Growth Rate (CAGR)	7.50 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

![Major players in Ginger Beer industry](images/chart_2.png)

![Ginger Beer Market (2026 - 2031)](images/chart_3.png)

![Ginger Beer Market: Market Share by Type](images/chart_4.png)

![Ginger Beer Market: Market Share by Packaging](images/chart_5.png)

![Ginger Beer Market CAGR (%), Growth Rate by Region](images/chart_6.png)

![Ginger Beer Market](images/chart_7.png)

![Icon](images/chart_8.png)

![footer background image](images/chart_10.png)

![Mordor Intelligence on Facebook](images/chart_12.svg)

![Mordor Intelligence on Pinterest](images/chart_14.svg)

![Mordor Intelligence on Instagram](images/chart_15.svg)

![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.png)

Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period

2021 - 2031

Market Size (2026)

USD 6.45 Billion

Market Size (2031)

USD 8.61 Billion

Growth Rate (2026 - 2031)

7.50 %

Fastest Growing Market

Asia-Pacific

Largest Market

|
North America
|

Market Concentration
|

Medium
|

Major Players

*Disclaimer: Major Players sorted in no particular order

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Market Overview

Ginger Beer Market Analysis by Mordor Intelligence

The global ginger beer market was valued at USD 5.95 billion in 2025 and is estimated to grow from USD 6.45 billion in 2026 to USD 8.60 billion by 2031, at a C

AGR of 7.50% during the forecast period (2026-2031). Rising consumer interest in premium mixers, functional sodas, and no- and low-alcohol social occasions underpins this trajectory, reflecting sustained structural expansion. Non-alcoholic variants continue to drive recurring purchases among everyday consumers, including Moscow Mule enthusiasts and sober-curious shoppers, while alcoholic lines gain traction through increasing presence in ready-to-drink (RTD) formats, boosting visibility across convenience and on-premise channels. Brand owners also benefit from evolving flavor innovation, as ginger remains a top emerging RTD alcohol flavor, encouraging premium infusions such as blood orange, yuzu, and elderflower that enhance product differentiation and pricing power.

Key Report Takeaways

- * By type, non-alcoholic products led with 75.46% of the ginger beer market share in 2025, while alcoholic products are projected to grow at a 7.85% CAGR through 2031.
- * By flavor, original recipes accounted for 63.70% share of the ginger beer market size in 2025; flavoured variants post the highest forecast CAGR at 9.01% to 2031.
- * By packaging, glass bottles commanded 48.05% share in 2025, whereas aluminium cans are expanding at a 7.70% CAGR through 2031.
- * By distribution channel, off-trade outlets captured 69.12% share in 2025, while on-trade is advancing at an 8.65% CAGR on the back of cocktail-culture recovery.
- * By geography, North America held 32.54% revenue share in 2025; Asia-Pacific is forecast to be the fastest-growing region at a 10.50% CAGR to 2031.

Key Market Trends

Market Trends and Insights

Drivers Impact Analysis of Ginger Beer Market*

Driver |

(~) % Impact on CAGR Forecast |

Geographic Relevance |

Impact Timeline |

Accelerated Flavor Innovation & Diversification

|

+1.4%
|

Global, particularly Asia-Pacific emerging markets
|

Medium term (2-4 years)

Expansion of the Craft Beverage Segment

|

+1.2%

Global, with North America & Europe leading

Long term (≥ 4 years)

Premiumization & Heritage-Led Positioning

|

+1.0%
|

North America & Europe core, expanding to APAC
|

Medium term (2-4 years)
|

Growth of Cocktail Culture & RTD Segment

|

+1.6%
|

Global, strongest in North America and Europe
|

Short term (≤ 2 years)
|

Influence of Global Culinary Fusion Flavors

|

+0.9%
|

Asia-Pacific and Latin America drive fusion profiles
|

Medium term (2-4 years)

|

Adoption of Technology-Driven Product Development

|

+0.7%
|

Global, with advanced manufacturing regions leading
|

Long term (≥ 4 years)
|

Source: Mordor Intelligence
|

Competitive Landscape

Competitive Landscape

The ginger beer market remains moderately concentrated, with a mid-range concentration level, where heritage leaders coexist with agile craft and regional innovators. Key players such as Fever-Tree, Bundaberg, Reed's, Fentimans, Gosling's, and Q Mixers collectively account for well below 80% of total share, leaving ample room for niche entrants to scale through differentiated offerings. Established brands continue to leverage premium positioning, distribution strength, and on-premise visibility, reinforcing their competitive edge while maintaining market balance.

Strategic partnerships and acquisitions are increasingly shaping the landscape, with large beverage companies targeting high-growth, functional, and premium segments. Recent investments in adjacent categories, particularly gut-health beverages, a broader consolidation trend that could extend to functional ginger beer players. These moves enable faster market penetration while combining brand equity with expansive distribution networks. Technology is emerging as a critical differentiator, with leading beverage companies adopting AI-driven demand forecasting, supply chain optimization, and targeted marketing to enhance margins and operational efficiency. Mid-sized players are also investing in automation and flexible production systems to remain competitive.

Meanwhile, smaller entrants continue to carve out space through niche positioning, such as single-origin sourcing, functional ingredients, and sustainability-led narratives, to avoid direct price competition. However, as the market matures, scaling challenges persist, making strategic alliances or acquisitions increasingly likely. Overall, while the industry remains fragmented, consolidation is expected to accelerate around premiumization and functional innovation themes.

Ginger Beer Industry Leaders

*

Fever-Tree Drinks Plc

*

Bundaberg Brewed Drinks Pty Ltd.

*

Reed's Inc.

*

Gosling Brothers Limited

*

Fentimans Ltd.

*

*Disclaimer: Major Players sorted in no particular order

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Component Component 3 Scope Of The Report Bottom

Global Ginger Beer Market Report Scope

Ginger beer, a carbonated beverage made from fermented or brewed ginger, sugar, and water, is widely consumed both as a standalone refreshment and as a key cocktail mixer.

The global ginger beer market is analyzed across several dimensions, including product type, flavor profile, packaging type, distribution channels, and geography. By product type, the market is segmented into alcoholic and non-alcoholic ginger beer. By flavor profile, it includes traditional and flavored variants (such as citrus, botanical, and spice-infused). Packaging type is categorized into glass bottles, aluminum cans, PET bottles, and kegs. Distribution channels comprise supermarkets/hypermarkets, convenience stores, specialty retailers, online stores, and on-trade channels such as bars and restaurants. Geographically, the study covers key markets including North America, Europe, Asia-Pacific, South America, and Middle East, and Africa.

For each segment, market sizing and forecasts are provided in terms of value (USD million) and volume (liters).

By Type

Non-Alcoholic Ginger Beer
|

Alcoholic Ginger Beer
|

Segmentation Accordion Item

By Geography

North America
|

United States
|

|

Canada
|

|

Mexico
|

|

Rest of North America
|

Europe
|

Germany
|

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United Kingdom
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Italy
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France
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Spain
|

|

Netherlands

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Poland

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Belgium

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Sweden

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Rest of Europe

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Asia-Pacific

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China

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India

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Japan

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Australia

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Indonesia
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South Korea
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Thailand
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Singapore
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Rest of Asia-Pacific

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South America

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Brazil

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Argentina

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Colombia

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Chile

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Peru

|

|

Rest of South America

|

Middle East and Africa

|

South Africa

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Saudi Arabia

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United Arab Emirates

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|

Nigeria

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Rest of Middle East and Africa

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Frequently Asked Questions

What is the current size of the global ginger beer market?

The ginger beer market size was valued at USD 5.95 billion in 2025.

How fast is the market expected to grow?

The category is projected to expand at a 7.50% CAGR, reaching USD 8.61 billion by 2031.

Which product type leads the market?

Non-alcoholic variants hold 75.46% of ginger beer market share, serving as the primary revenue driver.

Which region offers the strongest growth outlook?

Asia-Pacific is forecast to grow the fastest at a 10.50% CAGR, propelled by rising urban incomes and cocktail adoption.