



Digestive Bitters Industry Research Report 2026

Industry	Published	Pages	Format
Food & Beverages	2026-07-05	138	PDF

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Description

The global Digestive Bitters market was valued at US\$ million in 2025 and is projected to reach US\$ million by 2032, implying a CAGR of % over 2026–2032.

The North America market for Digestive Bitters is projected to increase from US\$ million in 2026 to US\$ million by 2032, corresponding to a CAGR of % over 2026–2032.

The Europe market for Digestive Bitters is projected to rise from US\$ million in 2026 to US\$ million by 2032, registering a CAGR of % over 2026–2032.

The Asia Pacific market for Digestive Bitters is expected to grow from US\$ million in 2026 to US\$ million by 2032, at a CAGR of % over 2026–2032.

Leading global manufacturers of Digestive Bitters include SALUS-Haus, Montenegro Amaro, Campari, APEROL, Jagermeister, Zizia Botanicals, Unicum, OWL Venice and Natural Hope Herbals, among others. In 2025, the top three vendors together accounted for approximately % of global revenue.

Report Scope

This report quantifies the global Digestive Bitters market in terms of revenue (US\$ million) and, where applicable, sales volume (t), using 2025 as the base year and providing annual historical and forecast data for 2021–2032.

It standardizes definitions of Types and Applications, harmonizes vendor attribution, and presents comparable time series by company, Type, Application, and region/country, including indicative price bands (US\$/t) and concentration ratios (CR5/CR10).

The outputs are intended to support strategy development, budgeting, and performance benchmarking for brand owners, manufacturers, retailers, channel partners, and investors; data are structured with consistent units and fields to facilitate integration into internal FP&A and BI systems.

Key Companies & Market Share Insights

This section profiles leading manufacturers, combining 2021–2025 results with a 2026–2032 outlook. It reports revenue, market share, price bands, product and application mix, regional and channel mix, and key developments (M&A, capacity additions, certifications). It also provides global revenue, average price, and—where applicable—sales volume by manufacturer, and calculates CR5/CR10 and rank changes to support comparative benchmarking.

Digestive Bitters Market by Company

SALUS-Haus

Montenegro Amaro

Campari

APEROL

Jagermeister
Zizia Botanicals
Unicum
OWL Venice
Natural Hope Herbals
King Floyd
St. Francis Herb Farm
Urban Moonshine
Josh Gitalis
Napiers
Hey Thanks! Herbal Co.
Mountain Rose Herbs
Harmonic Arts
Steadfast Herbs
Heilbron Herbs

Digestive Bitters Segment by Type

Herbs
Fruit Peels

Digestive Bitters Segment by Application

Restaurant Service
Retail Service

Digestive Bitters Segment by Region

North America
United States
Canada
Mexico
Europe
Germany
France
U.K.
Italy
Russia
Spain
Netherlands
Switzerland
Sweden
Poland
Asia-Pacific
China
Japan
South Korea
India
Australia
Taiwan
Southeast Asia
South America

Brazil
Argentina
Chile
Middle East & Africa
Egypt
South Africa
Israel
Türkiye
GCC Countries

Key Drivers & Barriers

High-impact rendering factors and drivers have been studied in this report to aid the readers to understand the general development. Moreover, the report includes restraints and challenges that may act as stumbling blocks on the way of the players. This will assist the users to be attentive and make informed decisions related to business. Specialists have also laid their focus on the upcoming business prospects.

Reasons to Buy This Report

1. This report will help the readers to understand the competition within the industries and strategies for the competitive environment to enhance the potential profit. The report also focuses on the competitive landscape of the global Digestive Bitters market, and introduces in detail the market share, industry ranking, competitor ecosystem, market performance, new product development, operation situation, expansion, and acquisition. etc. of the main players, which helps the readers to identify the main competitors and deeply understand the competition pattern of the market.
2. This report will help stakeholders to understand the global industry status and trends of Digestive Bitters and provides them with information on key market drivers, restraints, challenges, and opportunities.
3. This report will help stakeholders to understand competitors better and gain more insights to strengthen their position in their businesses. The competitive landscape section includes the market share and rank (in volume and value), competitor ecosystem, new product development, expansion, and acquisition.
4. This report stays updated with novel technology integration, features, and the latest developments in the market
5. This report helps stakeholders to gain insights into which regions to target globally
6. This report helps stakeholders to gain insights into the end-user perception concerning the adoption of Digestive Bitters.
7. This report helps stakeholders to identify some of the key players in the market and understand their valuable contribution.

Chapter Outline

Chapter 1:

Research objectives, research methods, data sources, data cross-validation;

Chapter 2:

Introduces the report scope of the report, executive summary of different market segments (by region, product type, application, etc.), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the market and its likely evolution in the short to mid-term, and long term.

Chapter 3:

Detailed analysis of Digestive Bitters manufacturers competitive landscape, price, production and value market share, latest development plan, merger, and acquisition information, etc.

Chapter 4:

Provides profiles of key players, introducing the basic situation of the main companies in the market in detail, including product production/output, value, price, gross margin, product introduction, recent development, etc.

Chapter 5:

Production/output, value of Digestive Bitters by region/country. It provides a quantitative analysis of the market size and development potential of each region in the next six years.

Chapter 6:

Consumption of Digestive Bitters in regional level and country level. It provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and production of each country in the world.

Chapter 7:

Provides the analysis of various market segments by type, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 8:

Provides the analysis of various market segments by application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 9:

Analysis of industrial chain, including the upstream and downstream of the industry.

Chapter 10:

Introduces the market dynamics, latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 11:

The main points and conclusions of the report.

Table of Contents

1 Preface

- 1.1 Scope of Report
- 1.2 Reasons for Doing This Study
- 1.3 Research Methodology
- 1.4 Research Process
- 1.5 Data Source
 - 1.5.1 Secondary Sources
 - 1.5.2 Primary Sources

2 Market Overview

- 2.1 Product Definition
- 2.2 Global Market Growth Prospects
 - 2.2.1 Global Digestive Bitters Market Size (2021-2032)
 - 2.2.2 Global Digestive Bitters Sales (2021-2032)
 - 2.2.3 Global Digestive Bitters Market Average Price (2021-2032)
- 2.3 Digestive Bitters by Type
 - 2.3.1 Market Value Comparison by Type (2021 VS 2025 VS 2032) & (US\$ Million)
 - 2.3.2 Herbs
 - 2.3.3 Fruit Peels
- 2.4 Digestive Bitters by Application
 - 2.4.1 Market Value Comparison by Application (2021 VS 2025 VS 2032)
 - 2.4.2 Restaurant Service
 - 2.4.3 Retail Service

3 Market Competitive Landscape by Manufacturers

- 3.1 Global Digestive Bitters Market Competitive Situation by Manufacturers (2021 Versus 2025)
- 3.2 Global Digestive Bitters Sales (t) of Manufacturers (2021-2026)
- 3.3 Global Digestive Bitters Revenue of Manufacturers (2021-2026)
- 3.4 Global Digestive Bitters Average Price by Manufacturers (2021-2026)
- 3.5 Global Digestive Bitters Industry Ranking, 2024 VS 2025 VS 2026
- 3.6 Global Manufacturers of Digestive Bitters, Manufacturing Sites & Headquarters
- 3.7 Global Manufacturers of Digestive Bitters, Product Type & Application
- 3.8 Global Manufacturers of Digestive Bitters, Established Date
- 3.9 Global Digestive Bitters Market CR5 and HHI
- 3.10 Global Manufacturers Mergers & Acquisition

4 Manufacturers Profiled

- 4.1 SALUS-Haus
 - 4.1.1 SALUS-Haus Company Information
 - 4.1.2 SALUS-Haus Business Overview
 - 4.1.3 SALUS-Haus Digestive Bitters Sales, Revenue and Gross Margin (2021-2026)
 - 4.1.4 SALUS-Haus Digestive Bitters Product Portfolio
 - 4.1.5 SALUS-Haus Recent Developments
- 4.2 Montenegro Amaro
 - 4.2.1 Montenegro Amaro Company Information

4.2.2 Montenegro Amaro Business Overview

4.2.3 Montenegro Amaro Digestive Bitters Sales, Revenue and Gross Margin (2021-2026)

4.2.4 Montenegro Amaro Digestive Bitters Product Portfolio

4.2.5 Montenegro Amaro Recent Developments

4.3 Campari

4.3.1 Campari Company Information

4.3.2 Campari Business Overview

4.3.3 Campari Digestive Bitters Sales, Revenue and Gross Margin (2021-2026)

4.3.4 Campari Digestive Bitters Product Portfolio

4.3.5 Campari Recent Developments

4.4 APEROL

4.4.1 APEROL Company Information

4.4.2 APEROL Business Overview

4.4.3 APEROL Digestive Bitters Sales, Revenue and Gross Margin (2021-2026)

4.4.4 APEROL Digestive Bitters Product Portfolio

4.4.5 APEROL Recent Developments

4.5 Jagermeister

4.5.1 Jagermeister Company Information

4.5.2 Jagermeister Business Overview

4.5.3 Jagermeister Digestive Bitters Sales, Revenue and Gross Margin (2021-2026)

4.5.4 Jagermeister Digestive Bitters Product Portfolio

4.5.5 Jagermeister Recent Developments

4.6 Zizia Botanicals

4.6.1 Zizia Botanicals Company Information

4.6.2 Zizia Botanicals Business Overview

4.6.3 Zizia Botanicals Digestive Bitters Sales, Revenue and Gross Margin (2021-2026)

4.6.4 Zizia Botanicals Digestive Bitters Product Portfolio

4.6.5 Zizia Botanicals Recent Developments

4.7 Unicum

4.7.1 Unicum Company Information

4.7.2 Unicum Business Overview

4.7.3 Unicum Digestive Bitters Sales, Revenue and Gross Margin (2021-2026)

4.7.4 Unicum Digestive Bitters Product Portfolio

4.7.5 Unicum Recent Developments

4.8 OWL Venice

4.8.1 OWL Venice Company Information

4.8.2 OWL Venice Business Overview

4.8.3 OWL Venice Digestive Bitters Sales, Revenue and Gross Margin (2021-2026)

4.8.4 OWL Venice Digestive Bitters Product Portfolio

4.8.5 OWL Venice Recent Developments

4.9 Natural Hope Herbals

4.9.1 Natural Hope Herbals Company Information

4.9.2 Natural Hope Herbals Business Overview

4.9.3 Natural Hope Herbals Digestive Bitters Sales, Revenue and Gross Margin (2021-2026)

4.9.4 Natural Hope Herbals Digestive Bitters Product Portfolio

4.9.5 Natural Hope Herbals Recent Developments

4.10 King Floyd

4.10.1 King Floyd Company Information

4.10.2 King Floyd Business Overview

4.10.3 King Floyd Digestive Bitters Sales, Revenue and Gross Margin (2021-2026)

4.10.4 King Floyd Digestive Bitters Product Portfolio

4.10.5 King Floyd Recent Developments

4.11 St. Francis Herb Farm

4.11.1 St. Francis Herb Farm Company Information

4.11.2 St. Francis Herb Farm Business Overview

4.11.3 St. Francis Herb Farm Digestive Bitters Sales, Revenue and Gross Margin (2021-2026)

4.11.4 St. Francis Herb Farm Digestive Bitters Product Portfolio

4.11.5 St. Francis Herb Farm Recent Developments

4.12 Urban Moonshine

4.12.1 Urban Moonshine Company Information

4.12.2 Urban Moonshine Business Overview

4.12.3 Urban Moonshine Digestive Bitters Sales, Revenue and Gross Margin (2021-2026)

4.12.4 Urban Moonshine Digestive Bitters Product Portfolio

4.12.5 Urban Moonshine Recent Developments

4.13 Josh Gitalis

4.13.1 Josh Gitalis Company Information

4.13.2 Josh Gitalis Business Overview

4.13.3 Josh Gitalis Digestive Bitters Sales, Revenue and Gross Margin (2021-2026)

4.13.4 Josh Gitalis Digestive Bitters Product Portfolio

4.13.5 Josh Gitalis Recent Developments

4.14 Napiers

4.14.1 Napiers Company Information

4.14.2 Napiers Business Overview

4.14.3 Napiers Digestive Bitters Sales, Revenue and Gross Margin (2021-2026)

4.14.4 Napiers Digestive Bitters Product Portfolio

4.14.5 Napiers Recent Developments

4.15 Hey Thanks! Herbal Co.

4.15.1 Hey Thanks! Herbal Co. Company Information

4.15.2 Hey Thanks! Herbal Co. Business Overview

4.15.3 Hey Thanks! Herbal Co. Digestive Bitters Sales, Revenue and Gross Margin (2021-2026)

4.15.4 Hey Thanks! Herbal Co. Digestive Bitters Product Portfolio

4.15.5 Hey Thanks! Herbal Co. Recent Developments

4.16 Mountain Rose Herbs

4.16.1 Mountain Rose Herbs Company Information

4.16.2 Mountain Rose Herbs Business Overview

4.16.3 Mountain Rose Herbs Digestive Bitters Sales, Revenue and Gross Margin (2021-2026)

4.16.4 Mountain Rose Herbs Digestive Bitters Product Portfolio

4.16.5 Mountain Rose Herbs Recent Developments

4.17 Harmonic Arts

4.17.1 Harmonic Arts Company Information

4.17.2 Harmonic Arts Business Overview

4.17.3 Harmonic Arts Digestive Bitters Sales, Revenue and Gross Margin (2021-2026)

4.17.4 Harmonic Arts Digestive Bitters Product Portfolio

4.17.5 Harmonic Arts Recent Developments

4.18 Steadfast Herbs

4.18.1 Steadfast Herbs Company Information

- 4.18.2 Steadfast Herbs Business Overview
- 4.18.3 Steadfast Herbs Digestive Bitters Sales, Revenue and Gross Margin (2021-2026)
- 4.18.4 Steadfast Herbs Digestive Bitters Product Portfolio
- 4.18.5 Steadfast Herbs Recent Developments
- 4.19 Heilbron Herbs
 - 4.19.1 Heilbron Herbs Company Information
 - 4.19.2 Heilbron Herbs Business Overview
 - 4.19.3 Heilbron Herbs Digestive Bitters Sales, Revenue and Gross Margin (2021-2026)
 - 4.19.4 Heilbron Herbs Digestive Bitters Product Portfolio
 - 4.19.5 Heilbron Herbs Recent Developments

5 Global Digestive Bitters Market Scenario by Region

- 5.1 Global Digestive Bitters Market Size by Region: 2021 VS 2025 VS 2032
- 5.2 Global Digestive Bitters Sales by Region: 2021-2032
 - 5.2.1 Global Digestive Bitters Sales by Region: 2021-2026
 - 5.2.2 Global Digestive Bitters Sales by Region: 2027-2032
- 5.3 Global Digestive Bitters Revenue by Region: 2021-2032
 - 5.3.1 Global Digestive Bitters Revenue by Region: 2021-2026
 - 5.3.2 Global Digestive Bitters Revenue by Region: 2027-2032
- 5.4 North America Digestive Bitters Market Facts & Figures by Country
 - 5.4.1 North America Digestive Bitters Market Size by Country: 2021 VS 2025 VS 2032
 - 5.4.2 North America Digestive Bitters Sales by Country (2021-2032)
 - 5.4.3 North America Digestive Bitters Revenue by Country (2021-2032)
 - 5.4.4 United States
 - 5.4.5 Canada
 - 5.4.6 Mexico
- 5.5 Europe Digestive Bitters Market Facts & Figures by Country
 - 5.5.1 Europe Digestive Bitters Market Size by Country: 2021 VS 2025 VS 2032
 - 5.5.2 Europe Digestive Bitters Sales by Country (2021-2032)
 - 5.5.3 Europe Digestive Bitters Revenue by Country (2021-2032)
 - 5.5.4 Germany
 - 5.5.5 France
 - 5.5.6 U.K.
 - 5.5.7 Italy
 - 5.5.8 Russia
 - 5.5.9 Spain
 - 5.5.10 Netherlands
 - 5.5.11 Switzerland
 - 5.5.12 Sweden
 - 5.5.13 Poland
- 5.6 Asia Pacific Digestive Bitters Market Facts & Figures by Country
 - 5.6.1 Asia Pacific Digestive Bitters Market Size by Country: 2021 VS 2025 VS 2032
 - 5.6.2 Asia Pacific Digestive Bitters Sales by Country (2021-2032)
 - 5.6.3 Asia Pacific Digestive Bitters Revenue by Country (2021-2032)
 - 5.6.4 China
 - 5.6.5 Japan
 - 5.6.6 South Korea
 - 5.6.7 India
 - 5.6.8 Australia

5.6.9 Taiwan

5.6.10 Southeast Asia

5.7 South America Digestive Bitters Market Facts & Figures by Country

5.7.1 South America Digestive Bitters Market Size by Country: 2021 VS 2025 VS 2032

5.7.2 South America Digestive Bitters Sales by Country (2021-2032)

5.7.3 South America Digestive Bitters Revenue by Country (2021-2032)

5.7.4 Brazil

5.7.5 Argentina

5.7.6 Chile

5.8 Middle East and Africa Digestive Bitters Market Facts & Figures by Country

5.8.1 Middle East and Africa Digestive Bitters Market Size by Country: 2021 VS 2025 VS 2032

5.8.2 Middle East and Africa Digestive Bitters Sales by Country (2021-2032)

5.8.3 Middle East and Africa Digestive Bitters Revenue by Country (2021-2032)

5.8.4 Egypt

5.8.5 South Africa

5.8.6 Israel

5.8.7 Türkiye

5.8.8 GCC Countries

6 Segment by Type

6.1 Global Digestive Bitters Sales by Type (2021-2032)

6.1.1 Global Digestive Bitters Sales by Type (2021-2032) & (t)

6.1.2 Global Digestive Bitters Sales Market Share by Type (2021-2032)

6.2 Global Digestive Bitters Revenue by Type (2021-2032)

6.2.1 Global Digestive Bitters Sales by Type (2021-2032) & (US\$ Million)

6.2.2 Global Digestive Bitters Revenue Market Share by Type (2021-2032)

6.3 Global Digestive Bitters Price by Type (2021-2032)

7 Segment by Application

7.1 Global Digestive Bitters Sales by Application (2021-2032)

7.1.1 Global Digestive Bitters Sales by Application (2021-2032) & (t)

7.1.2 Global Digestive Bitters Sales Market Share by Application (2021-2032)

7.2 Global Digestive Bitters Revenue by Application (2021-2032)

7.2.1 Global Digestive Bitters Sales by Application (2021-2032) & (US\$ Million)

7.2.2 Global Digestive Bitters Revenue Market Share by Application (2021-2032)

7.3 Global Digestive Bitters Price by Application (2021-2032)

8 Value Chain and Sales Channels Analysis of the Market

8.1 Digestive Bitters Value Chain Analysis

8.1.1 Digestive Bitters Key Raw Materials

8.1.2 Raw Materials Key Suppliers

8.1.3 Digestive Bitters Production Mode & Process

8.2 Digestive Bitters Sales Channels Analysis

8.2.1 Direct Comparison with Distribution Share

8.2.2 Digestive Bitters Distributors

8.2.3 Digestive Bitters Customers

9 Global Digestive Bitters Analyzing Market Dynamics

9.1 Digestive Bitters Industry Trends

9.2 Digestive Bitters Industry Drivers

10 Report Conclusion

11 Disclaimer

List of Tables and Figures

List of Tables:

- Table 1: Secondary Sources
- Table 2: Primary Sources
- Table 3: Market Value Comparison by Type (2021 VS 2025 VS 2032) & (US\$ Million)
- Table 4: Market Value Comparison by Application (2021 VS 2025 VS 2032) & (US\$ Million)
- Table 5: Global Digestive Bitters Volume and Revenue Market Size and CAGR of Manufacturers (2021 Versus 2025)
- Table 6: Global Digestive Bitters Sales (t) of Manufacturers (2021-2026)
- Table 7: Global Digestive Bitters Sales Market Share by Manufacturers (2021-2026)
- Table 8: Global Digestive Bitters Revenue of Manufacturers (2021-2026)
- Table 9: Global Digestive Bitters Revenue Share by Manufacturers (2021-2026)
- Table 10: Global Market Digestive Bitters Average Price (USD/t) of Manufacturers (2021-2026)
- Table 11: Global Digestive Bitters Industry Ranking, 2024 VS 2025 VS 2026
- Table 12: Global Manufacturers of Digestive Bitters, Manufacturing Sites & Headquarters
- Table 13: Global Manufacturers of Digestive Bitters, Product Type & Application
- Table 14: Global Digestive Bitters Manufacturers Established Date
- Table 15: Global Manufacturers Market Concentration Ratio (CR5 and HHI)
- Table 16: Global Digestive Bitters by Manufacturers Type (Tier 1, Tier 2, and Tier 3) & (Based on the Revenue of 2025)
- Table 17: Manufacturers Mergers & Acquisitions, Expansion Plans)
- Table 18: SALUS-Haus Company Information
- Table 19: SALUS-Haus Business Overview
- Table 20: SALUS-Haus Digestive Bitters Sales (t), Revenue (US\$ Million), Price (USD/t) and Gross Margin (2021-2026)
- Table 21: SALUS-Haus Digestive Bitters Product Portfolio
- Table 22: SALUS-Haus Recent Developments
- Table 23: Montenegro Amaro Company Information
- Table 24: Montenegro Amaro Business Overview
- Table 25: Montenegro Amaro Digestive Bitters Sales (t), Revenue (US\$ Million), Price (USD/t) and Gross Margin (2021-2026)
- Table 26: Montenegro Amaro Digestive Bitters Product Portfolio
- Table 27: Montenegro Amaro Recent Developments
- Table 28: Campari Company Information
- Table 29: Campari Business Overview
- Table 30: Campari Digestive Bitters Sales (t), Revenue (US\$ Million), Price (USD/t) and Gross Margin (2021-2026)
- Table 31: Campari Digestive Bitters Product Portfolio
- Table 32: Campari Recent Developments
- Table 33: APEROL Company Information
- Table 34: APEROL Business Overview
- Table 35: APEROL Digestive Bitters Sales (t), Revenue (US\$ Million), Price (USD/t) and Gross Margin (2021-2026)
- Table 36: APEROL Digestive Bitters Product Portfolio
- Table 37: APEROL Recent Developments
- Table 38: Jagermeister Company Information
- Table 39: Jagermeister Business Overview
- Table 40: Jagermeister Digestive Bitters Sales (t), Revenue (US\$ Million), Price (USD/t) and Gross Margin (2021-2026)
- Table 41: Jagermeister Digestive Bitters Product Portfolio
- Table 42: Jagermeister Recent Developments
- Table 43: Zizia Botanicals Company Information
- Table 44: Zizia Botanicals Business Overview
- Table 45: Zizia Botanicals Digestive Bitters Sales (t), Revenue (US\$ Million), Price (USD/t) and Gross Margin (2021-2026)
- Table 46: Zizia Botanicals Digestive Bitters Product Portfolio
- Table 47: Zizia Botanicals Recent Developments
- Table 48: Unicum Company Information
- Table 49: Unicum Business Overview
- Table 50: Unicum Digestive Bitters Sales (t), Revenue (US\$ Million), Price (USD/t) and Gross Margin (2021-2026)
- Table 51: Unicum Digestive Bitters Product Portfolio
- Table 52: Unicum Recent Developments
- Table 53: OWL Venice Company Information
- Table 54: OWL Venice Business Overview
- Table 55: OWL Venice Digestive Bitters Sales (t), Revenue (US\$ Million), Price (USD/t) and Gross Margin (2021-2026)

- [Table 56: OWL Venice Digestive Bitters Product Portfolio](#)
- [Table 57: OWL Venice Recent Developments](#)
- [Table 58: Natural Hope Herbals Company Information](#)
- [Table 59: Natural Hope Herbals Business Overview](#)
- [Table 60: Natural Hope Herbals Digestive Bitters Sales \(t\), Revenue \(US\\$ Million\), Price \(USD/t\) and Gross Margin \(2021-2026\)](#)
- [Table 61: Natural Hope Herbals Digestive Bitters Product Portfolio](#)
- [Table 62: Natural Hope Herbals Recent Developments](#)
- [Table 63: King Floyd Company Information](#)
- [Table 64: King Floyd Business Overview](#)
- [Table 65: King Floyd Digestive Bitters Sales \(t\), Revenue \(US\\$ Million\), Price \(USD/t\) and Gross Margin \(2021-2026\)](#)
- [Table 66: King Floyd Digestive Bitters Product Portfolio](#)
- [Table 67: King Floyd Recent Developments](#)
- [Table 68: St. Francis Herb Farm Company Information](#)
- [Table 69: St. Francis Herb Farm Business Overview](#)
- [Table 70: St. Francis Herb Farm Digestive Bitters Sales \(t\), Revenue \(US\\$ Million\), Price \(USD/t\) and Gross Margin \(2021-2026\)](#)
- [Table 71: St. Francis Herb Farm Digestive Bitters Product Portfolio](#)
- [Table 72: St. Francis Herb Farm Recent Developments](#)
- [Table 73: Urban Moonshine Company Information](#)
- [Table 74: Urban Moonshine Business Overview](#)
- [Table 75: Urban Moonshine Digestive Bitters Sales \(t\), Revenue \(US\\$ Million\), Price \(USD/t\) and Gross Margin \(2021-2026\)](#)
- [Table 76: Urban Moonshine Digestive Bitters Product Portfolio](#)
- [Table 77: Urban Moonshine Recent Developments](#)
- [Table 78: Josh Gitalis Company Information](#)
- [Table 79: Josh Gitalis Business Overview](#)
- [Table 80: Josh Gitalis Digestive Bitters Sales \(t\), Revenue \(US\\$ Million\), Price \(USD/t\) and Gross Margin \(2021-2026\)](#)
- [Table 81: Josh Gitalis Digestive Bitters Product Portfolio](#)
- [Table 82: Josh Gitalis Recent Developments](#)
- [Table 83: Napiers Company Information](#)
- [Table 84: Napiers Business Overview](#)
- [Table 85: Napiers Digestive Bitters Sales \(t\), Revenue \(US\\$ Million\), Price \(USD/t\) and Gross Margin \(2021-2026\)](#)
- [Table 86: Napiers Digestive Bitters Product Portfolio](#)
- [Table 87: Napiers Recent Developments](#)
- [Table 88: Hey Thanks! Herbal Co. Company Information](#)
- [Table 89: Hey Thanks! Herbal Co. Business Overview](#)
- [Table 90: Hey Thanks! Herbal Co. Digestive Bitters Sales \(t\), Revenue \(US\\$ Million\), Price \(USD/t\) and Gross Margin \(2021-2026\)](#)
- [Table 91: Hey Thanks! Herbal Co. Digestive Bitters Product Portfolio](#)
- [Table 92: Hey Thanks! Herbal Co. Recent Developments](#)
- [Table 93: Mountain Rose Herbs Company Information](#)
- [Table 94: Mountain Rose Herbs Business Overview](#)
- [Table 95: Mountain Rose Herbs Digestive Bitters Sales \(t\), Revenue \(US\\$ Million\), Price \(USD/t\) and Gross Margin \(2021-2026\)](#)
- [Table 96: Mountain Rose Herbs Digestive Bitters Product Portfolio](#)
- [Table 97: Mountain Rose Herbs Recent Developments](#)
- [Table 98: Harmonic Arts Company Information](#)
- [Table 99: Harmonic Arts Business Overview](#)
- [Table 100: Harmonic Arts Digestive Bitters Sales \(t\), Revenue \(US\\$ Million\), Price \(USD/t\) and Gross Margin \(2021-2026\)](#)
- [Table 101: Harmonic Arts Digestive Bitters Product Portfolio](#)
- [Table 102: Harmonic Arts Recent Developments](#)
- [Table 103: Steadfast Herbs Company Information](#)
- [Table 104: Steadfast Herbs Business Overview](#)
- [Table 105: Steadfast Herbs Digestive Bitters Sales \(t\), Revenue \(US\\$ Million\), Price \(USD/t\) and Gross Margin \(2021-2026\)](#)
- [Table 106: Steadfast Herbs Digestive Bitters Product Portfolio](#)
- [Table 107: Steadfast Herbs Recent Developments](#)
- [Table 108: Heilbron Herbs Company Information](#)
- [Table 109: Heilbron Herbs Business Overview](#)
- [Table 110: Heilbron Herbs Digestive Bitters Sales \(t\), Revenue \(US\\$ Million\), Price \(USD/t\) and Gross Margin \(2021-2026\)](#)
- [Table 111: Heilbron Herbs Digestive Bitters Product Portfolio](#)
- [Table 112: Heilbron Herbs Recent Developments](#)
- [Table 113: Global Digestive Bitters Market Size by Region \(US\\$ Million\): 2021 VS 2025 VS 2032](#)
- [Table 114: Global Digestive Bitters Sales by Region \(2021-2026\) & \(t\)](#)
- [Table 115: Global Digestive Bitters Sales Market Share by Region \(2021-2026\)](#)
- [Table 116: Global Digestive Bitters Sales by Region \(2027-2032\) & \(t\)](#)

- Table 117: Global Digestive Bitters Sales Market Share by Region (2027-2032)
- Table 118: Global Digestive Bitters Revenue by Region (2021-2026) & (US\$ Million)
- Table 119: Global Digestive Bitters Revenue Market Share by Region (2021-2026)
- Table 120: Global Digestive Bitters Revenue by Region (2027-2032) & (US\$ Million)
- Table 121: Global Digestive Bitters Revenue Market Share by Region (2027-2032)
- Table 122: North America Digestive Bitters Revenue by Country: 2021 VS 2025 VS 2032 (US\$ Million)
- Table 123: North America Digestive Bitters Sales by Country (2021-2026) & (t)
- Table 124: North America Digestive Bitters Sales by Country (2027-2032) & (t)
- Table 125: North America Digestive Bitters Revenue by Country (2021-2026) & (US\$ Million)
- Table 126: North America Digestive Bitters Revenue by Country (2027-2032) & (US\$ Million)
- Table 127: Europe Digestive Bitters Revenue by Country: 2021 VS 2025 VS 2032 (US\$ Million)
- Table 128: Europe Digestive Bitters Sales by Country (2021-2026) & (t)
- Table 129: Europe Digestive Bitters Sales by Country (2027-2032) & (t)
- Table 130: Europe Digestive Bitters Revenue by Country (2021-2026) & (US\$ Million)
- Table 131: Europe Digestive Bitters Revenue by Country (2027-2032) & (US\$ Million)
- Table 132: Asia Pacific Digestive Bitters Revenue by Country: 2021 VS 2025 VS 2032 (US\$ Million)
- Table 133: Asia Pacific Digestive Bitters Sales by Country (2021-2026) & (t)
- Table 134: Asia Pacific Digestive Bitters Sales by Country (2027-2032) & (t)
- Table 135: Asia Pacific Digestive Bitters Revenue by Country (2021-2026) & (US\$ Million)
- Table 136: Asia Pacific Digestive Bitters Revenue by Country (2027-2032) & (US\$ Million)
- Table 137: South America Digestive Bitters Revenue by Country: 2021 VS 2025 VS 2032 (US\$ Million)
- Table 138: South America Digestive Bitters Sales by Country (2021-2026) & (t)
- Table 139: South America Digestive Bitters Sales by Country (2027-2032) & (t)
- Table 140: South America Digestive Bitters Revenue by Country (2021-2026) & (US\$ Million)
- Table 141: South America Digestive Bitters Revenue by Country (2027-2032) & (US\$ Million)
- Table 142: Middle East and Africa Digestive Bitters Revenue by Country: 2021 VS 2025 VS 2032 (US\$ Million)
- Table 143: Middle East and Africa Digestive Bitters Sales by Country (2021-2026) & (t)
- Table 144: Middle East and Africa Digestive Bitters Sales by Country (2027-2032) & (t)
- Table 145: Middle East and Africa Digestive Bitters Revenue by Country (2021-2026) & (US\$ Million)
- Table 146: Middle East and Africa Digestive Bitters Revenue by Country (2027-2032) & (US\$ Million)
- Table 147: Global Digestive Bitters Sales by Type (2021-2026) & (t)
- Table 148: Global Digestive Bitters Sales by Type (2027-2032) & (t)
- Table 149: Global Digestive Bitters Sales Market Share by Type (2021-2026)
- Table 150: Global Digestive Bitters Sales Market Share by Type (2027-2032)
- Table 151: Global Digestive Bitters Revenue by Type (2021-2026) & (US\$ Million)
- Table 152: Global Digestive Bitters Revenue by Type (2027-2032) & (US\$ Million)
- Table 153: Global Digestive Bitters Revenue Market Share by Type (2021-2026)
- Table 154: Global Digestive Bitters Revenue Market Share by Type (2027-2032)
- Table 155: Global Digestive Bitters Price by Type (2021-2026) & (USD/t)
- Table 156: Global Digestive Bitters Price by Type (2027-2032) & (USD/t)
- Table 157: Global Digestive Bitters Sales by Application (2021-2026) & (t)
- Table 158: Global Digestive Bitters Sales by Application (2027-2032) & (t)
- Table 159: Global Digestive Bitters Sales Market Share by Application (2021-2026)
- Table 160: Global Digestive Bitters Sales Market Share by Application (2027-2032)
- Table 161: Global Digestive Bitters Revenue by Application (2021-2026) & (US\$ Million)
- Table 162: Global Digestive Bitters Revenue by Application (2027-2032) & (US\$ Million)
- Table 163: Global Digestive Bitters Revenue Market Share by Application (2021-2026)
- Table 164: Global Digestive Bitters Revenue Market Share by Application (2027-2032)
- Table 165: Global Digestive Bitters Price by Application (2021-2026) & (USD/t)
- Table 166: Global Digestive Bitters Price by Application (2027-2032) & (USD/t)
- Table 167: Key Raw Materials
- Table 168: Raw Materials Key Suppliers
- Table 169: Digestive Bitters Distributors List
- Table 170: Digestive Bitters Customers List
- Table 171: Digestive Bitters Industry Trends
- Table 172: Digestive Bitters Industry Drivers
- Table 173: Digestive Bitters Industry Restraints
- Table 174: Authors List of This Report

List of Figures:

- Figure 1: Research Methodology
- Figure 2: Research Process
- Figure 3: Key Executives Interviewed

- Figure 4: Digestive Bitters Product Image
- Figure 5: Global Digestive Bitters Revenue (US\$ Million), 2021 VS 2025 VS 2032
- Figure 6: Global Digestive Bitters Market Size (2021-2032) & (US\$ Million)
- Figure 7: Global Digestive Bitters Sales (2021-2032) & (t)
- Figure 8: Global Digestive Bitters Average Price (USD/t) & (2021-2032)
- Figure 9: Herbs Product Image
- Figure 10: Fruit Peels Product Image
- Figure 11: Restaurant Service Product Image
- Figure 12: Retail Service Product Image
- Figure 13: Global Digestive Bitters Revenue Share by Manufacturers in 2025
- Figure 14: Global Manufacturers of Digestive Bitters, Manufacturing Sites & Headquarters
- Figure 15: Global Top 5 and 10 Digestive Bitters Players Market Share by Revenue in 2025
- Figure 16: Manufacturers Type (Tier 1, Tier 2, and Tier 3): 2021 VS 2025
- Figure 17: Global Digestive Bitters Market Size by Region (US\$ Million): 2021 VS 2025 VS 2032
- Figure 18: Global Digestive Bitters Sales by Region in 2025
- Figure 19: Global Digestive Bitters Revenue by Region in 2025
- Figure 20: North America Digestive Bitters Market Size by Country in 2025
- Figure 21: North America Digestive Bitters Sales Market Share by Country (2021-2032)
- Figure 22: North America Digestive Bitters Revenue Market Share by Country (2021-2032)
- Figure 23: United States Digestive Bitters Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 24: Canada Digestive Bitters Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 25: Mexico Digestive Bitters Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 26: Europe Digestive Bitters Market Size by Country in 2025
- Figure 27: Europe Digestive Bitters Sales Market Share by Country (2021-2032)
- Figure 28: Europe Digestive Bitters Revenue Market Share by Country (2021-2032)
- Figure 29: Germany Digestive Bitters Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 30: France Digestive Bitters Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 31: U.K. Digestive Bitters Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 32: Italy Digestive Bitters Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 33: Russia Digestive Bitters Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 34: Spain Digestive Bitters Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 35: Netherlands Digestive Bitters Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 36: Switzerland Digestive Bitters Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 37: Sweden Digestive Bitters Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 38: Poland Digestive Bitters Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 39: Asia Pacific Digestive Bitters Market Size by Country in 2025
- Figure 40: Asia Pacific Digestive Bitters Sales Market Share by Country (2021-2032)
- Figure 41: Asia Pacific Digestive Bitters Revenue Market Share by Country (2021-2032)
- Figure 42: China Digestive Bitters Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 43: Japan Digestive Bitters Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 44: South Korea Digestive Bitters Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 45: India Digestive Bitters Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 46: Australia Digestive Bitters Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 47: Taiwan Digestive Bitters Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 48: Southeast Asia Digestive Bitters Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 49: Southeast Asia Digestive Bitters Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 50: South America Digestive Bitters Market Size by Country in 2025
- Figure 51: South America Digestive Bitters Sales Market Share by Country (2021-2032)
- Figure 52: South America Digestive Bitters Revenue Market Share by Country (2021-2032)
- Figure 53: Brazil Digestive Bitters Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 54: Argentina Digestive Bitters Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 55: Chile Digestive Bitters Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 56: Middle East and Africa Digestive Bitters Market Size by Country in 2025
- Figure 57: Middle East and Africa Digestive Bitters Sales Market Share by Country (2021-2032)
- Figure 58: Middle East and Africa Digestive Bitters Revenue Market Share by Country (2021-2032)
- Figure 59: Egypt Digestive Bitters Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 60: South Africa Digestive Bitters Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 61: Israel Digestive Bitters Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 62: Türkiye Digestive Bitters Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 63: GCC Countries Digestive Bitters Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 64: Global Digestive Bitters Sales Market Share by Type (2021-2032)
- Figure 65: Global Digestive Bitters Revenue Market Share by Type (2021-2032)
- Figure 66: Global Digestive Bitters Price (USD/t) by Type (2021-2032)
- Figure 67: Global Digestive Bitters Sales Market Share by Application (2021-2032)
- Figure 68: Global Digestive Bitters Revenue Market Share by Application (2021-2032)

- Figure 69: Global Digestive Bitters Price (USD/t) by Application (2021-2032)
- Figure 70: Digestive Bitters Value Chain
- Figure 71: Digestive Bitters Production Mode & Process
- Figure 72: Direct Comparison with Distribution Share
- Figure 73: Distributors Profiles
- Figure 74: Digestive Bitters Industry Opportunities and Challenges