



Vodka Industry Research Report 2026

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Description

The global Vodka 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 Vodka 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 Vodka 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 Vodka 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 Vodka include Belvedere, Brown-Forman, Diageo, Gruppo Campari, Pernod Ricard, Russian Standard, Bacardi, Brown-Forman and Central European Distribution, among others. In 2025, the top three vendors together accounted for approximately % of global revenue.

Report Scope

This report quantifies the global Vodka market in terms of revenue (US\$ million) and, where applicable, sales volume (kt), 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\$/kt) 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.

Vodka Market by Company

Belvedere

Brown-Forman

Diageo

Gruppo Campari

Pernod Ricard
Russian Standard
Bacardi
Brown-Forman
Central European Distribution
Constellation Spirits
Distell Group
IceBerg Vodka
Proximo Spirits
Savor Stoli
Shiva Distilleries
Soyuz Victan
Suntory
The Wine
Tilak Nagar Industries

Vodka Segment by Type

Non-Flavored Vodka
Flavored Vodka
Others

Vodka Segment by Application

Supermarket
Department Store
Bar
Others

Vodka 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 Vodka 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 Vodka 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 Vodka.
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 Vodka 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 Vodka 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 Vodka 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 Vodka Market Size (2021-2032)
 - 2.2.2 Global Vodka Sales (2021-2032)
 - 2.2.3 Global Vodka Market Average Price (2021-2032)
- 2.3 Vodka by Type
 - 2.3.1 Market Value Comparison by Type (2021 VS 2025 VS 2032) & (US\$ Million)
 - 2.3.2 Non-Flavored Vodka
 - 2.3.3 Flavored Vodka
 - 2.3.4 Others
- 2.4 Vodka by Application
 - 2.4.1 Market Value Comparison by Application (2021 VS 2025 VS 2032)
 - 2.4.2 Supermarket
 - 2.4.3 Department Store
 - 2.4.4 Bar
 - 2.4.5 Others

3 Market Competitive Landscape by Manufacturers

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

4 Manufacturers Profiled

- 4.1 Belvedere
 - 4.1.1 Belvedere Company Information
 - 4.1.2 Belvedere Business Overview
 - 4.1.3 Belvedere Vodka Sales, Revenue and Gross Margin (2021-2026)
 - 4.1.4 Belvedere Vodka Product Portfolio
 - 4.1.5 Belvedere Recent Developments

4.2 Brown-Forman

- 4.2.1 Brown-Forman Company Information
- 4.2.2 Brown-Forman Business Overview
- 4.2.3 Brown-Forman Vodka Sales, Revenue and Gross Margin (2021-2026)
- 4.2.4 Brown-Forman Vodka Product Portfolio
- 4.2.5 Brown-Forman Recent Developments

4.3 Diageo

- 4.3.1 Diageo Company Information
- 4.3.2 Diageo Business Overview
- 4.3.3 Diageo Vodka Sales, Revenue and Gross Margin (2021-2026)
- 4.3.4 Diageo Vodka Product Portfolio
- 4.3.5 Diageo Recent Developments

4.4 Gruppo Campari

- 4.4.1 Gruppo Campari Company Information
- 4.4.2 Gruppo Campari Business Overview
- 4.4.3 Gruppo Campari Vodka Sales, Revenue and Gross Margin (2021-2026)
- 4.4.4 Gruppo Campari Vodka Product Portfolio
- 4.4.5 Gruppo Campari Recent Developments

4.5 Pernod Ricard

- 4.5.1 Pernod Ricard Company Information
- 4.5.2 Pernod Ricard Business Overview
- 4.5.3 Pernod Ricard Vodka Sales, Revenue and Gross Margin (2021-2026)
- 4.5.4 Pernod Ricard Vodka Product Portfolio
- 4.5.5 Pernod Ricard Recent Developments

4.6 Russian Standard

- 4.6.1 Russian Standard Company Information
- 4.6.2 Russian Standard Business Overview
- 4.6.3 Russian Standard Vodka Sales, Revenue and Gross Margin (2021-2026)
- 4.6.4 Russian Standard Vodka Product Portfolio
- 4.6.5 Russian Standard Recent Developments

4.7 Bacardi

- 4.7.1 Bacardi Company Information
- 4.7.2 Bacardi Business Overview
- 4.7.3 Bacardi Vodka Sales, Revenue and Gross Margin (2021-2026)
- 4.7.4 Bacardi Vodka Product Portfolio
- 4.7.5 Bacardi Recent Developments

4.8 Brown-Forman

- 4.8.1 Brown-Forman Company Information
- 4.8.2 Brown-Forman Business Overview
- 4.8.3 Brown-Forman Vodka Sales, Revenue and Gross Margin (2021-2026)
- 4.8.4 Brown-Forman Vodka Product Portfolio
- 4.8.5 Brown-Forman Recent Developments

4.9 Central European Distribution

- 4.9.1 Central European Distribution Company Information
- 4.9.2 Central European Distribution Business Overview
- 4.9.3 Central European Distribution Vodka Sales, Revenue and Gross Margin (2021-2026)
- 4.9.4 Central European Distribution Vodka Product Portfolio
- 4.9.5 Central European Distribution Recent Developments

4.10 Constellation Spirits

- 4.10.1 Constellation Spirits Company Information
- 4.10.2 Constellation Spirits Business Overview
- 4.10.3 Constellation Spirits Vodka Sales, Revenue and Gross Margin (2021-2026)
- 4.10.4 Constellation Spirits Vodka Product Portfolio
- 4.10.5 Constellation Spirits Recent Developments

4.11 Distell Group

- 4.11.1 Distell Group Company Information
- 4.11.2 Distell Group Business Overview
- 4.11.3 Distell Group Vodka Sales, Revenue and Gross Margin (2021-2026)
- 4.11.4 Distell Group Vodka Product Portfolio
- 4.11.5 Distell Group Recent Developments

4.12 IceBerg Vodka

- 4.12.1 IceBerg Vodka Company Information
- 4.12.2 IceBerg Vodka Business Overview
- 4.12.3 IceBerg Vodka Vodka Sales, Revenue and Gross Margin (2021-2026)
- 4.12.4 IceBerg Vodka Vodka Product Portfolio
- 4.12.5 IceBerg Vodka Recent Developments

4.13 Proximo Spirits

- 4.13.1 Proximo Spirits Company Information
- 4.13.2 Proximo Spirits Business Overview
- 4.13.3 Proximo Spirits Vodka Sales, Revenue and Gross Margin (2021-2026)
- 4.13.4 Proximo Spirits Vodka Product Portfolio
- 4.13.5 Proximo Spirits Recent Developments

4.14 Savor Stoli

- 4.14.1 Savor Stoli Company Information
- 4.14.2 Savor Stoli Business Overview
- 4.14.3 Savor Stoli Vodka Sales, Revenue and Gross Margin (2021-2026)
- 4.14.4 Savor Stoli Vodka Product Portfolio
- 4.14.5 Savor Stoli Recent Developments

4.15 Shiva Distilleries

- 4.15.1 Shiva Distilleries Company Information
- 4.15.2 Shiva Distilleries Business Overview
- 4.15.3 Shiva Distilleries Vodka Sales, Revenue and Gross Margin (2021-2026)
- 4.15.4 Shiva Distilleries Vodka Product Portfolio
- 4.15.5 Shiva Distilleries Recent Developments

4.16 Soyuz Victan

- 4.16.1 Soyuz Victan Company Information
- 4.16.2 Soyuz Victan Business Overview
- 4.16.3 Soyuz Victan Vodka Sales, Revenue and Gross Margin (2021-2026)
- 4.16.4 Soyuz Victan Vodka Product Portfolio
- 4.16.5 Soyuz Victan Recent Developments

4.17 Suntory

- 4.17.1 Suntory Company Information
- 4.17.2 Suntory Business Overview
- 4.17.3 Suntory Vodka Sales, Revenue and Gross Margin (2021-2026)
- 4.17.4 Suntory Vodka Product Portfolio
- 4.17.5 Suntory Recent Developments

4.18 The Wine

- 4.18.1 The Wine Company Information
- 4.18.2 The Wine Business Overview
- 4.18.3 The Wine Vodka Sales, Revenue and Gross Margin (2021-2026)
- 4.18.4 The Wine Vodka Product Portfolio
- 4.18.5 The Wine Recent Developments

4.19 Tilak Nagar Industries

- 4.19.1 Tilak Nagar Industries Company Information
- 4.19.2 Tilak Nagar Industries Business Overview
- 4.19.3 Tilak Nagar Industries Vodka Sales, Revenue and Gross Margin (2021-2026)
- 4.19.4 Tilak Nagar Industries Vodka Product Portfolio
- 4.19.5 Tilak Nagar Industries Recent Developments

5 Global Vodka Market Scenario by Region

5.1 Global Vodka Market Size by Region: 2021 VS 2025 VS 2032

5.2 Global Vodka Sales by Region: 2021-2032

- 5.2.1 Global Vodka Sales by Region: 2021-2026
- 5.2.2 Global Vodka Sales by Region: 2027-2032

5.3 Global Vodka Revenue by Region: 2021-2032

- 5.3.1 Global Vodka Revenue by Region: 2021-2026
- 5.3.2 Global Vodka Revenue by Region: 2027-2032

5.4 North America Vodka Market Facts & Figures by Country

- 5.4.1 North America Vodka Market Size by Country: 2021 VS 2025 VS 2032
- 5.4.2 North America Vodka Sales by Country (2021-2032)
- 5.4.3 North America Vodka Revenue by Country (2021-2032)
- 5.4.4 United States
- 5.4.5 Canada
- 5.4.6 Mexico

5.5 Europe Vodka Market Facts & Figures by Country

- 5.5.1 Europe Vodka Market Size by Country: 2021 VS 2025 VS 2032
- 5.5.2 Europe Vodka Sales by Country (2021-2032)
- 5.5.3 Europe Vodka 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 Vodka Market Facts & Figures by Country

- 5.6.1 Asia Pacific Vodka Market Size by Country: 2021 VS 2025 VS 2032
- 5.6.2 Asia Pacific Vodka Sales by Country (2021-2032)
- 5.6.3 Asia Pacific Vodka 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 Vodka Market Facts & Figures by Country

- 5.7.1 South America Vodka Market Size by Country: 2021 VS 2025 VS 2032
- 5.7.2 South America Vodka Sales by Country (2021-2032)
- 5.7.3 South America Vodka Revenue by Country (2021-2032)
- 5.7.4 Brazil
- 5.7.5 Argentina
- 5.7.6 Chile

5.8 Middle East and Africa Vodka Market Facts & Figures by Country

- 5.8.1 Middle East and Africa Vodka Market Size by Country: 2021 VS 2025 VS 2032
- 5.8.2 Middle East and Africa Vodka Sales by Country (2021-2032)
- 5.8.3 Middle East and Africa Vodka 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 Vodka Sales by Type (2021-2032)
 - 6.1.1 Global Vodka Sales by Type (2021-2032) & (kt)
 - 6.1.2 Global Vodka Sales Market Share by Type (2021-2032)
- 6.2 Global Vodka Revenue by Type (2021-2032)
 - 6.2.1 Global Vodka Sales by Type (2021-2032) & (US\$ Million)
 - 6.2.2 Global Vodka Revenue Market Share by Type (2021-2032)
- 6.3 Global Vodka Price by Type (2021-2032)

7 Segment by Application

- 7.1 Global Vodka Sales by Application (2021-2032)
 - 7.1.1 Global Vodka Sales by Application (2021-2032) & (kt)
 - 7.1.2 Global Vodka Sales Market Share by Application (2021-2032)
- 7.2 Global Vodka Revenue by Application (2021-2032)
 - 7.2.1 Global Vodka Sales by Application (2021-2032) & (US\$ Million)
 - 7.2.2 Global Vodka Revenue Market Share by Application (2021-2032)
- 7.3 Global Vodka Price by Application (2021-2032)

8 Value Chain and Sales Channels Analysis of the Market

- 8.1 Vodka Value Chain Analysis
 - 8.1.1 Vodka Key Raw Materials
 - 8.1.2 Raw Materials Key Suppliers
 - 8.1.3 Vodka Production Mode & Process
- 8.2 Vodka Sales Channels Analysis
 - 8.2.1 Direct Comparison with Distribution Share
 - 8.2.2 Vodka Distributors
 - 8.2.3 Vodka Customers

9 Global Vodka Analyzing Market Dynamics

- 9.1 Vodka Industry Trends
- 9.2 Vodka Industry Drivers
- 9.3 Vodka Industry Opportunities and Challenges
- 9.4 Vodka Industry Restraints

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 Vodka Volume and Revenue Market Size and CAGR of Manufacturers (2021 Versus 2025)
- Table 6: Global Vodka Sales (kt) of Manufacturers (2021-2026)
- Table 7: Global Vodka Sales Market Share by Manufacturers (2021-2026)
- Table 8: Global Vodka Revenue of Manufacturers (2021-2026)
- Table 9: Global Vodka Revenue Share by Manufacturers (2021-2026)
- Table 10: Global Market Vodka Average Price (USD/t) of Manufacturers (2021-2026)
- Table 11: Global Vodka Industry Ranking, 2024 VS 2025 VS 2026
- Table 12: Global Manufacturers of Vodka, Manufacturing Sites & Headquarters
- Table 13: Global Manufacturers of Vodka, Product Type & Application
- Table 14: Global Vodka Manufacturers Established Date
- Table 15: Global Manufacturers Market Concentration Ratio (CR5 and HHI)
- Table 16: Global Vodka 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: Belvedere Company Information
- Table 19: Belvedere Business Overview
- Table 20: Belvedere Vodka Sales (kt), Revenue (US\$ Million), Price (USD/t) and Gross Margin (2021-2026)
- Table 21: Belvedere Vodka Product Portfolio
- Table 22: Belvedere Recent Developments
- Table 23: Brown-Forman Company Information
- Table 24: Brown-Forman Business Overview
- Table 25: Brown-Forman Vodka Sales (kt), Revenue (US\$ Million), Price (USD/t) and Gross Margin (2021-2026)
- Table 26: Brown-Forman Vodka Product Portfolio
- Table 27: Brown-Forman Recent Developments
- Table 28: Diageo Company Information
- Table 29: Diageo Business Overview
- Table 30: Diageo Vodka Sales (kt), Revenue (US\$ Million), Price (USD/t) and Gross Margin (2021-2026)
- Table 31: Diageo Vodka Product Portfolio
- Table 32: Diageo Recent Developments
- Table 33: Gruppo Campari Company Information
- Table 34: Gruppo Campari Business Overview
- Table 35: Gruppo Campari Vodka Sales (kt), Revenue (US\$ Million), Price (USD/t) and Gross Margin (2021-2026)
- Table 36: Gruppo Campari Vodka Product Portfolio
- Table 37: Gruppo Campari Recent Developments
- Table 38: Pernod Ricard Company Information
- Table 39: Pernod Ricard Business Overview
- Table 40: Pernod Ricard Vodka Sales (kt), Revenue (US\$ Million), Price (USD/t) and Gross Margin (2021-2026)
- Table 41: Pernod Ricard Vodka Product Portfolio
- Table 42: Pernod Ricard Recent Developments
- Table 43: Russian Standard Company Information
- Table 44: Russian Standard Business Overview
- Table 45: Russian Standard Vodka Sales (kt), Revenue (US\$ Million), Price (USD/t) and Gross Margin (2021-2026)
- Table 46: Russian Standard Vodka Product Portfolio
- Table 47: Russian Standard Recent Developments
- Table 48: Bacardi Company Information
- Table 49: Bacardi Business Overview
- Table 50: Bacardi Vodka Sales (kt), Revenue (US\$ Million), Price (USD/t) and Gross Margin (2021-2026)
- Table 51: Bacardi Vodka Product Portfolio
- Table 52: Bacardi Recent Developments
- Table 53: Brown-Forman Company Information
- Table 54: Brown-Forman Business Overview
- Table 55: Brown-Forman Vodka Sales (kt), Revenue (US\$ Million), Price (USD/t) and Gross Margin (2021-2026)

- Table 56: Brown-Forman Vodka Product Portfolio
- Table 57: Brown-Forman Recent Developments
- Table 58: Central European Distribution Company Information
- Table 59: Central European Distribution Business Overview
- Table 60: Central European Distribution Vodka Sales (kt), Revenue (US\$ Million), Price (USD/t) and Gross Margin (2021-2026)
- Table 61: Central European Distribution Vodka Product Portfolio
- Table 62: Central European Distribution Recent Developments
- Table 63: Constellation Spirits Company Information
- Table 64: Constellation Spirits Business Overview
- Table 65: Constellation Spirits Vodka Sales (kt), Revenue (US\$ Million), Price (USD/t) and Gross Margin (2021-2026)
- Table 66: Constellation Spirits Vodka Product Portfolio
- Table 67: Constellation Spirits Recent Developments
- Table 68: Distell Group Company Information
- Table 69: Distell Group Business Overview
- Table 70: Distell Group Vodka Sales (kt), Revenue (US\$ Million), Price (USD/t) and Gross Margin (2021-2026)
- Table 71: Distell Group Vodka Product Portfolio
- Table 72: Distell Group Recent Developments
- Table 73: IceBerg Vodka Company Information
- Table 74: IceBerg Vodka Business Overview
- Table 75: IceBerg Vodka Vodka Sales (kt), Revenue (US\$ Million), Price (USD/t) and Gross Margin (2021-2026)
- Table 76: IceBerg Vodka Vodka Product Portfolio
- Table 77: IceBerg Vodka Recent Developments
- Table 78: Proximo Spirits Company Information
- Table 79: Proximo Spirits Business Overview
- Table 80: Proximo Spirits Vodka Sales (kt), Revenue (US\$ Million), Price (USD/t) and Gross Margin (2021-2026)
- Table 81: Proximo Spirits Vodka Product Portfolio
- Table 82: Proximo Spirits Recent Developments
- Table 83: Savor Stoli Company Information
- Table 84: Savor Stoli Business Overview
- Table 85: Savor Stoli Vodka Sales (kt), Revenue (US\$ Million), Price (USD/t) and Gross Margin (2021-2026)
- Table 86: Savor Stoli Vodka Product Portfolio
- Table 87: Savor Stoli Recent Developments
- Table 88: Shiva Distilleries Company Information
- Table 89: Shiva Distilleries Business Overview
- Table 90: Shiva Distilleries Vodka Sales (kt), Revenue (US\$ Million), Price (USD/t) and Gross Margin (2021-2026)
- Table 91: Shiva Distilleries Vodka Product Portfolio
- Table 92: Shiva Distilleries Recent Developments
- Table 93: Soyuz Victan Company Information
- Table 94: Soyuz Victan Business Overview
- Table 95: Soyuz Victan Vodka Sales (kt), Revenue (US\$ Million), Price (USD/t) and Gross Margin (2021-2026)
- Table 96: Soyuz Victan Vodka Product Portfolio
- Table 97: Soyuz Victan Recent Developments
- Table 98: Suntory Company Information
- Table 99: Suntory Business Overview
- Table 100: Suntory Vodka Sales (kt), Revenue (US\$ Million), Price (USD/t) and Gross Margin (2021-2026)
- Table 101: Suntory Vodka Product Portfolio
- Table 102: Suntory Recent Developments
- Table 103: The Wine Company Information
- Table 104: The Wine Business Overview
- Table 105: The Wine Vodka Sales (kt), Revenue (US\$ Million), Price (USD/t) and Gross Margin (2021-2026)
- Table 106: The Wine Vodka Product Portfolio
- Table 107: The Wine Recent Developments
- Table 108: Tilak Nagar Industries Company Information
- Table 109: Tilak Nagar Industries Business Overview
- Table 110: Tilak Nagar Industries Vodka Sales (kt), Revenue (US\$ Million), Price (USD/t) and Gross Margin (2021-2026)
- Table 111: Tilak Nagar Industries Vodka Product Portfolio
- Table 112: Tilak Nagar Industries Recent Developments
- Table 113: Global Vodka Market Size by Region (US\$ Million): 2021 VS 2025 VS 2032
- Table 114: Global Vodka Sales by Region (2021-2026) & (kt)
- Table 115: Global Vodka Sales Market Share by Region (2021-2026)
- Table 116: Global Vodka Sales by Region (2027-2032) & (kt)
- Table 117: Global Vodka Sales Market Share by Region (2027-2032)
- Table 118: Global Vodka Revenue by Region (2021-2026) & (US\$ Million)
- Table 119: Global Vodka Revenue Market Share by Region (2021-2026)
- Table 120: Global Vodka Revenue by Region (2027-2032) & (US\$ Million)

- Table 121: Global Vodka Revenue Market Share by Region (2027-2032)
- Table 122: North America Vodka Revenue by Country: 2021 VS 2025 VS 2032 (US\$ Million)
- Table 123: North America Vodka Sales by Country (2021-2026) & (kt)
- Table 124: North America Vodka Sales by Country (2027-2032) & (kt)
- Table 125: North America Vodka Revenue by Country (2021-2026) & (US\$ Million)
- Table 126: North America Vodka Revenue by Country (2027-2032) & (US\$ Million)
- Table 127: Europe Vodka Revenue by Country: 2021 VS 2025 VS 2032 (US\$ Million)
- Table 128: Europe Vodka Sales by Country (2021-2026) & (kt)
- Table 129: Europe Vodka Sales by Country (2027-2032) & (kt)
- Table 130: Europe Vodka Revenue by Country (2021-2026) & (US\$ Million)
- Table 131: Europe Vodka Revenue by Country (2027-2032) & (US\$ Million)
- Table 132: Asia Pacific Vodka Revenue by Country: 2021 VS 2025 VS 2032 (US\$ Million)
- Table 133: Asia Pacific Vodka Sales by Country (2021-2026) & (kt)
- Table 134: Asia Pacific Vodka Sales by Country (2027-2032) & (kt)
- Table 135: Asia Pacific Vodka Revenue by Country (2021-2026) & (US\$ Million)
- Table 136: Asia Pacific Vodka Revenue by Country (2027-2032) & (US\$ Million)
- Table 137: South America Vodka Revenue by Country: 2021 VS 2025 VS 2032 (US\$ Million)
- Table 138: South America Vodka Sales by Country (2021-2026) & (kt)
- Table 139: South America Vodka Sales by Country (2027-2032) & (kt)
- Table 140: South America Vodka Revenue by Country (2021-2026) & (US\$ Million)
- Table 141: South America Vodka Revenue by Country (2027-2032) & (US\$ Million)
- Table 142: Middle East and Africa Vodka Revenue by Country: 2021 VS 2025 VS 2032 (US\$ Million)
- Table 143: Middle East and Africa Vodka Sales by Country (2021-2026) & (kt)
- Table 144: Middle East and Africa Vodka Sales by Country (2027-2032) & (kt)
- Table 145: Middle East and Africa Vodka Revenue by Country (2021-2026) & (US\$ Million)
- Table 146: Middle East and Africa Vodka Revenue by Country (2027-2032) & (US\$ Million)
- Table 147: Global Vodka Sales by Type (2021-2026) & (kt)
- Table 148: Global Vodka Sales by Type (2027-2032) & (kt)
- Table 149: Global Vodka Sales Market Share by Type (2021-2026)
- Table 150: Global Vodka Sales Market Share by Type (2027-2032)
- Table 151: Global Vodka Revenue by Type (2021-2026) & (US\$ Million)
- Table 152: Global Vodka Revenue by Type (2027-2032) & (US\$ Million)
- Table 153: Global Vodka Revenue Market Share by Type (2021-2026)
- Table 154: Global Vodka Revenue Market Share by Type (2027-2032)
- Table 155: Global Vodka Price by Type (2021-2026) & (USD/t)
- Table 156: Global Vodka Price by Type (2027-2032) & (USD/t)
- Table 157: Global Vodka Sales by Application (2021-2026) & (kt)
- Table 158: Global Vodka Sales by Application (2027-2032) & (kt)
- Table 159: Global Vodka Sales Market Share by Application (2021-2026)
- Table 160: Global Vodka Sales Market Share by Application (2027-2032)
- Table 161: Global Vodka Revenue by Application (2021-2026) & (US\$ Million)
- Table 162: Global Vodka Revenue by Application (2027-2032) & (US\$ Million)
- Table 163: Global Vodka Revenue Market Share by Application (2021-2026)
- Table 164: Global Vodka Revenue Market Share by Application (2027-2032)
- Table 165: Global Vodka Price by Application (2021-2026) & (USD/t)
- Table 166: Global Vodka Price by Application (2027-2032) & (USD/t)
- Table 167: Key Raw Materials
- Table 168: Raw Materials Key Suppliers
- Table 169: Vodka Distributors List
- Table 170: Vodka Customers List
- Table 171: Vodka Industry Trends
- Table 172: Vodka Industry Drivers
- Table 173: Vodka 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: Vodka Product Image
- Figure 5: Global Vodka Revenue (US\$ Million), 2021 VS 2025 VS 2032
- Figure 6: Global Vodka Market Size (2021-2032) & (US\$ Million)
- Figure 7: Global Vodka Sales (2021-2032) & (kt)

- Figure 8: Global Vodka Average Price (USD/t) & (2021-2032)
- Figure 9: Non-Flavored Vodka Product Image
- Figure 10: Flavored Vodka Product Image
- Figure 11: Others Product Image
- Figure 12: Supermarket Product Image
- Figure 13: Department Store Product Image
- Figure 14: Bar Product Image
- Figure 15: Others Product Image
- Figure 16: Global Vodka Revenue Share by Manufacturers in 2025
- Figure 17: Global Manufacturers of Vodka, Manufacturing Sites & Headquarters
- Figure 18: Global Top 5 and 10 Vodka Players Market Share by Revenue in 2025
- Figure 19: Manufacturers Type (Tier 1, Tier 2, and Tier 3): 2021 VS 2025
- Figure 20: Global Vodka Market Size by Region (US\$ Million): 2021 VS 2025 VS 2032
- Figure 21: Global Vodka Sales by Region in 2025
- Figure 22: Global Vodka Revenue by Region in 2025
- Figure 23: North America Vodka Market Size by Country in 2025
- Figure 24: North America Vodka Sales Market Share by Country (2021-2032)
- Figure 25: North America Vodka Revenue Market Share by Country (2021-2032)
- Figure 26: United States Vodka Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 27: Canada Vodka Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 28: Mexico Vodka Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 29: Europe Vodka Market Size by Country in 2025
- Figure 30: Europe Vodka Sales Market Share by Country (2021-2032)
- Figure 31: Europe Vodka Revenue Market Share by Country (2021-2032)
- Figure 32: Germany Vodka Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 33: France Vodka Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 34: U.K. Vodka Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 35: Italy Vodka Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 36: Russia Vodka Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 37: Spain Vodka Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 38: Netherlands Vodka Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 39: Switzerland Vodka Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 40: Sweden Vodka Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 41: Poland Vodka Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 42: Asia Pacific Vodka Market Size by Country in 2025
- Figure 43: Asia Pacific Vodka Sales Market Share by Country (2021-2032)
- Figure 44: Asia Pacific Vodka Revenue Market Share by Country (2021-2032)
- Figure 45: China Vodka Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 46: Japan Vodka Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 47: South Korea Vodka Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 48: India Vodka Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 49: Australia Vodka Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 50: Taiwan Vodka Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 51: Southeast Asia Vodka Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 52: Southeast Asia Vodka Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 53: South America Vodka Market Size by Country in 2025
- Figure 54: South America Vodka Sales Market Share by Country (2021-2032)
- Figure 55: South America Vodka Revenue Market Share by Country (2021-2032)
- Figure 56: Brazil Vodka Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 57: Argentina Vodka Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 58: Chile Vodka Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 59: Middle East and Africa Vodka Market Size by Country in 2025
- Figure 60: Middle East and Africa Vodka Sales Market Share by Country (2021-2032)
- Figure 61: Middle East and Africa Vodka Revenue Market Share by Country (2021-2032)
- Figure 62: Egypt Vodka Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 63: South Africa Vodka Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 64: Israel Vodka Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 65: Türkiye Vodka Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 66: GCC Countries Vodka Revenue Growth Rate (2021-2032) & (US\$ Million)
- Figure 67: Global Vodka Sales Market Share by Type (2021-2032)
- Figure 68: Global Vodka Revenue Market Share by Type (2021-2032)
- Figure 69: Global Vodka Price (USD/t) by Type (2021-2032)
- Figure 70: Global Vodka Sales Market Share by Application (2021-2032)
- Figure 71: Global Vodka Revenue Market Share by Application (2021-2032)
- Figure 72: Global Vodka Price (USD/t) by Application (2021-2032)

- Figure 73: Vodka Value Chain
- Figure 74: Vodka Production Mode & Process
- Figure 75: Direct Comparison with Distribution Share
- Figure 76: Distributors Profiles
- Figure 77: Vodka Industry Opportunities and Challenges