

White Spirits - US - November 2014

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“The white spirits category is in a state of flux, as the wave of flavored options has crested and, in its wake, left the various segments languishing. Tequila is the only segment forecast to enjoy strong growth, while vodka maintains a slow, but steady, rise in sales. Gin, however, continues to falter and experience sales declines.”

– William Roberts, Jr., Senior Food and Drink Analyst

This report looks at the following areas:

- Flavor innovation could benefit white spirits segments outside of vodka
- Brands have the opportunity to build a strong rapport with Millennial consumers
- The versatility of vodka could lend the beverage opportunities for new occasions

White spirits continue to maintain a steady rate of growth, but its pace overall has slowed with the drop in growth rates within the vodka segment. Flavored vodkas served to draw consumer attention to the category, but with a slowdown in the rate of introductions of flavored vodkas has come a slowdown in the category as a whole.

Manufacturers will have to capitalize on consumer interest in the strengths of white spirits, particularly in the area of crafting cocktails and mixed drinks, as well as from increased awareness of cocktails in general stemming from their appearances in high-profile television shows.

This report builds on the analysis presented in Mintel's White Spirits -- US, November 2013, as well as the October 2012 report of the same title. The category was also covered in the following reports: Spirits: The Consumer -- US, September 2011; Spirits: The Market -- US, September 2010, and Spirits: The Consumer -- US, August 2010.

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Table of Contents

Scope and Themes

What you need to know
 Definition
 Data sources
 Sales data
 Consumer survey data
 Advertising creative
 Abbreviations and terms
 Abbreviations
 Terms
 Terms

Executive Summary

Overview

Flavoring innovation, continued growth in premium push total distilled spirits to new sales heights

Figure 1: Total US sales and fan chart forecast of distilled spirits, at current prices, 2009-19

Vodka remains the only white spirits segment to show demonstrable growth

Figure 2: US volume sales and forecast of white spirits, by segment, 2009-19

High-volume white spirits consumers most likely to select favorite brand

Figure 3: Brands in purchasing white spirits, by volume consumption, July 2014

Millennials consume white spirits in higher volumes than do other generations

Figure 4: Frequency of consuming white spirits, by generations, July 2014

Other alcoholic beverage types vie for Millennial attention

Figure 5: Alcoholic beverage purchases, by generations – Any consumption, February 2014

Low-volume consumers opt for established, favorite flavors

Figure 6: Characteristics when purchasing white spirits, July 2014

Portable packaging options would resonate with those who consume white spirits over business

Figure 7: When white spirits are consumed, and opinions regarding white spirits, July 2014

Two thirds of Blacks and Asians drink vodka

Figure 8: Consumption of white spirits, by race, July 2014

Half of Hispanics want more flavorful options of white spirits

Figure 9: Regarding white spirits, by Hispanic origin, July 2014

What we think

Issues and Insights

Flavor innovation could benefit white spirits segments outside of vodka

Issues

Insights

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Brands have the opportunity to build a strong rapport with Millennial consumers

Issues

Insights

The versatility of vodka could lend the beverage opportunities for new occasions

Issues

Insights

Trend Applications

Trend: Collective Intelligence

Market Size and Forecast

Key points

Distilled spirits capitalize on flavorings for sales growth

Figure 10: Total US sales and forecast of distilled spirits*, at current prices, 2009-19

Figure 11: Total US sales and forecast of distilled spirits*, at inflation-adjusted prices, 2009-19

Distilled spirits' slow growth continues

Figure 12: Total US sales and fan chart forecast of distilled spirits, at current prices, 2009-19

Forecast methodology

Market Drivers

Key points

Diverse population drinking a diversity of white spirits

Figure 13: Frequency of consuming white spirits, by race/Hispanic origin, July 2014

Millennials regard inexpensive white spirits as well as premium

Figure 14: US population, by generation share, 2014

Figure 15: Impact of pricing and promotions on the purchase of white spirits, by generations, July 2014

Households with children look for flavored options

Figure 16: Regarding white spirits, by presence of children in household, July 2014

Figure 17: Households by type, 1970-2012, in percent

Competitive Context

Key points

Millennials lead in alcoholic beverage consumption, versatility

Figure 18: Alcoholic beverage purchases, by generations – Any consumption, February 2014

Beer, wine top drinks to have with a meal

Figure 19: Occasions for alcoholic beverage consumption, February 2014

Wine preferred during meals

Figure 20: Occasions for alcoholic beverage consumption, February 2014

Segment Performance

Key points

White spirits volume sales will rebound slightly

Figure 21: US volume sales of white spirits, 2009-14

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The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Vodka remains white spirits' segment leader

Figure 22: US volume sales of white spirits, by segment, 2009-14

Figure 23: US volume sales of white spirits, by segment, 2012 and 2014

Vodka sales slow but should rebound

Figure 24: US volume sales of vodka, 2009-14

Rum sales remain flat

Figure 25: US volume sales of rum, 2009-14

Tequila sales to slow but remain firmly in positive territory

Figure 26: US volume sales of tequila, 2009-14

Gin's fortunes continue to flag

Figure 27: US volume sales of gin, 2009-14

Retail Channels

Key points

Distilled spirits purchased mostly off-premise

Figure 28: US volume sales of dark and white distilled spirits, by channel, 2009-14

Liquor stores the destination of choice for white spirits purchases

Figure 29: Where white spirits are purchased, by age, July 2014

Figure 30: Where white spirits are purchased, by household income, July 2014

Online purchases resonate more with households with children

Figure 31: Where white spirits are purchased, by presence of children in household, July 2014

Grocery stores trail liquor stores everywhere except the West

Figure 32: Where white spirits are purchased, by region, July 2014

High-volume white spirits drinkers most often turn to liquor stores

Figure 33: Where white spirits are purchased, by any white spirits, July 2014

Leading Companies and Marketing Strategies

Key points

Patrón and José Cuervo lead tequila usage, particularly among women

Figure 34: Adult consumption of tequila, by brands, by gender, April 2013-June 2014

In rum, Captain Morgan maintains popularity among Whites, while Blacks more often opt for Bacardi

Figure 35: Adult consumption of rum, by brand, by race/Hispanic origin, April 2013-June 2014

Tanqueray garners more gin consumers everywhere, though in the South, Seagram's Extra Dry is a strong contender

Figure 36: Adult consumption of gin, by brand, by region, April 2013-June 2014

Absolut, Grey Goose lead vodka consumption; Ciroc maintains strong popularity among Blacks

Figure 37: Adult consumption of vodka, by brand, by race/Hispanic origin, April 2013-June 2014

Social Media -- White Spirits

Key findings

Market overview

Key social media metrics

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Figure 38: Key social media metrics, October 2014

Brand usage and awareness

Figure 39: Brand usage and awareness for select white spirit brands, July 2014

Interactions with white spirit brands

Figure 40: Interaction levels for select white spirit brands, July 2014

Leading online campaigns

Lifestyle marketing

Mobile

What we think

Online conversations

Figure 41: Online mentions for select white spirit brands, by week, Oct. 20, 2013-Oct. 19, 2014

Where are people talking about white spirits?

Figure 42: Online mentions for select white spirit brands, by page type, OCT. 20, 2013-OCT. 19, 2014

What are people talking about?

Figure 43: Topics of conversation for select white spirit brands, OCT. 20, 2013-OCT. 19, 2014

Figure 44: Percentage of online mentions for select white spirit brands, by gender, OCT. 20, 2013-OCT. 19, 2014

Innovations and Innovators

Flavors impact launches of white spirits

Figure 45: White Spirits launches in the US, 2009-14*

Figure 46: Flavors in vodka launches in the US, 2009-14*

Flavor, flavor, flavor

Health/calories

Recipes on pack

Environmental awareness

The Consumer – Frequency of Consumption

Key points

Consumers most likely to drink vodka than any other white spirits

Figure 47: Frequency of consuming white spirits, July 2014

Tequila and gin consumption most likely in the West

Figure 48: Frequency of consuming white spirits, by region, July 2014

White spirits resonate mostly with urban consumers, compared with those living in rural or suburban locations

Figure 49: Frequency of consuming white spirits, by area, July 2014

The Consumer – Flavor and White Spirits

Key points

Flavor of white spirits resonates most strongly with women

Figure 50: Characteristics when purchasing white spirits, by gender, July 2014

A preferred flavor factors in the purchase decision of more than half of every age group

Figure 51: Characteristics when purchasing white spirits, by age, July 2014

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Report Price: £2466.89 | \$3995.00 | €3133.71

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Figure 52: Characteristics when purchasing white spirits, by household income, July 2014

Novel flavors speak most strongly to high-volume white spirits consumers

Figure 53: Characteristics when purchasing white spirits, by any white spirits, July 2014

More than a third of respondents believe there are too many flavored white spirits

Figure 54: Regarding white spirits, July 2014

Additional flavored options would resonate most strongly with younger consumers

Figure 55: Regarding white spirits, by age, July 2014

The Consumer and Branding/Packaging

Key points

Favored brands factor most strongly in women's purchases of white spirits

Figure 56: Characteristics when purchasing white spirits, by gender, July 2014

Well-known brands resonate more with younger consumers, favorite brands more with older drinkers

Figure 57: Characteristics when purchasing white spirits, by age, July 2014

Established brands impact purchase decisions consistently across income levels

Figure 58: Characteristics when purchasing white spirits, by household income, July 2014

Nearly a third of high-volume white spirits consumers look for a product made in the US

Figure 59: Characteristics when purchasing white spirits, by any white spirits, July 2014

The Consumer – Price on Purchasing White Spirits

Key points

Premium pricing factors less in white spirits

Figure 60: Impact of pricing and promotions on the purchase of white spirits, by gender, July 2014

Lower prices resonate more with younger consumers

Figure 61: Impact of pricing and promotions on the purchase of white spirits, by age, July 2014

Store promotions resonate with nearly a quarter of higher-income households

Figure 62: Impact of pricing and promotions on the purchase of white spirits, by household income, July 2014

Value prices resonate with 28% of households with children

Figure 63: Impact of pricing and promotions on the purchase of white spirits, by presence of children in household, July 2014

Figure 64: Impact of pricing and promotions on the purchase of white spirits, by region, July 2014

Value pricing factors most strongly in urban locations

Figure 65: Impact of pricing and promotions on the purchase of white spirits, by area, July 2014

The Consumer – Socialization with White Spirits

Key points

Consumers socialize with white spirits

Figure 66: White spirits and socialization, by gender, July 2014

Older consumers drink white spirits more with family; younger consumers more with friends

Figure 67: White spirits and socialization, by age, July 2014

Household income impacts white spirit consumption occasions

Figure 68: White spirits and socialization, by household income, July 2014

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Consumers and Types of White Spirits

Key points

Vodka consumers

- Figure 69: Frequency of consuming vodka – User groups, July 2014
- Figure 70: Frequency of consuming vodka, by gender, July 2014
- Figure 71: Frequency of consuming vodka, by age, July 2014
- Figure 72: Frequency of consuming vodka, by household income, July 2014
- Figure 73: Frequency of consuming vodka, by presence of children in household, July 2014
- Figure 74: How vodka is consumed, July 2014
- Figure 75: Regarding white spirits – Any agree, by white spirits, July 2014
- Figure 76: Characteristics when purchasing white spirits, by any vodka, July 2014

Rum consumers

- Figure 77: Frequency of consuming rum – User groups, July 2014
- Figure 78: Frequency of consuming rum, by gender, July 2014
- Figure 79: Frequency of consuming rum, by age, July 2014
- Figure 80: Frequency of consuming rum, by household income, July 2014
- Figure 81: Frequency of consuming rum, by presence of children in household, July 2014
- Figure 82: How rum is consumed, July 2014
- Figure 83: Regarding white spirits – Any agree, by white spirits – Rum, July 2014
- Figure 84: Characteristics when purchasing white spirits, by any rum, July 2014

Gin consumers

- Figure 85: Frequency of consuming white spirits – User groups, July 2014
- Figure 86: Frequency of consuming gin, by gender, July 2014
- Figure 87: Frequency of consuming gin, by age, July 2014
- Figure 88: Frequency of consuming gin, by household income, July 2014
- Figure 89: Frequency of consuming gin, by presence of children in household, July 2014
- Figure 90: How gin is consumed, July 2014

Tequila consumers

- Figure 91: Frequency of consuming tequila – User groups, July 2014
- Figure 92: Frequency of consuming tequila, by gender, July 2014
- Figure 93: Frequency of consuming tequila, by age, July 2014
- Figure 94: Frequency of consuming tequila, by presence of children in household, July 2014
- Figure 95: How tequila is consumed, July 2014
- Figure 96: Regarding white spirits – Any agree, by white spirits – Tequila, July 2014
- Figure 97: Characteristics when purchasing white spirits, by any tequila, July 2014

Race and Hispanic Origin

Key points

Hispanics more likely to consume white spirits

- Figure 98: Frequency of consuming white spirits, by race/Hispanic origin, July 2014

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Nearly a quarter of Hispanics consume white spirits

- Figure 99: Frequency of consuming white spirits, by race/Hispanic origin, July 2014
- Figure 100: Frequency of consuming white spirits, by race/Hispanic origin, July 2014
- Figure 101: Frequency of consuming white spirits, by race/Hispanic origin, July 2014
- Figure 102: Frequency of consuming white spirits, by race/Hispanic origin, July 2014
- Figure 103: Frequency of consuming white spirits, by race/Hispanic origin, July 2014
- Figure 104: Characteristics when purchasing white spirits, by race/Hispanic origin, July 2014
- Figure 105: Characteristics when purchasing white spirits, by race/Hispanic origin, July 2014

Non-Hispanics more likely to purchase white spirits at liquor stores

- Figure 106: Where white spirits are purchased, by race/Hispanic origin, July 2014
- Figure 107: Impact of pricing and promotions on the purchase of white spirits, by race/Hispanic origin, July 2014
- Figure 108: Regarding white spirits, by race/Hispanic origin, July 2014
- Figure 109: Regarding white spirits, by race/Hispanic origin, July 2014

Appendix – Other Useful Consumer Tables

Consumption occasions

- Figure 110: Frequency of consuming tequila, by household income, July 2014
- Figure 111: White spirits and socialization, by presence of children in household, July 2014
- Figure 112: White spirits and socialization, by region, July 2014
- Figure 113: White spirits and socialization, by area, July 2014
- Figure 114: Where white spirits are purchased, by gender, July 2014

Preferred white spirits characteristics

- Figure 115: Characteristics when purchasing white spirits, by presence of children in household, July 2014
- Figure 116: Characteristics when purchasing white spirits, by region, July 2014
- Figure 117: Characteristics when purchasing white spirits, by presence of children in household, July 2014
- Figure 118: Characteristics when purchasing white spirits, by region, July 2014
- Figure 119: White spirits in a cocktail, by race/Hispanic origin, July 2014
- Figure 120: Regarding white spirits, July 2014
- Figure 121: Regarding white spirits, by gender, July 2014
- Figure 122: Regarding white spirits, by gender, July 2014
- Figure 123: Regarding white spirits, by age, July 2014
- Figure 124: Regarding white spirits, by household income, July 2014
- Figure 125: Regarding white spirits, by region, July 2014

White spirits by generations

- Figure 126: Frequency of consuming white spirits, by generations, July 2014
- Figure 127: Frequency of consuming white spirits, by generations, July 2014
- Figure 128: Characteristics when purchasing white spirits, by generations, July 2014
- Figure 129: Characteristics when purchasing white spirits, by generations, July 2014
- Figure 130: Where white spirits are purchased, by generations, July 2014
- Figure 131: White spirits and socialization, by race/Hispanic origin, July 2014

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Figure 132: White spirits and socialization, by generations, July 2014

Appendix – Social Media – White Spirits

Brand usage or awareness

- Figure 133: Brand usage or awareness, July 2014
- Figure 134: Captain Morgan usage or awareness, by demographics, July 2014
- Figure 135: Bacardi usage or awareness, by demographics, July 2014
- Figure 136: Jose Cuervo usage or awareness, by demographics, July 2014
- Figure 137: 1800 Tequila usage or awareness, by demographics, July 2014
- Figure 138: Bombay Sapphire usage or awareness, by demographics, July 2014
- Figure 139: Smirnoff awareness, by demographics, July 2014

Activities done

- Figure 140: Captain Morgan – Activities done, by demographics, July 2014
- Figure 141: Captain Morgan – Activities done – I have looked up/talked about this brand online on social media..., by demographics, July 2014
- Figure 142: Captain Morgan – Activities done – I have contacted/interacted with the brand online on social media to..., by demographics, July 2014
- Figure 143: Captain Morgan – Activities done – I follow/like the brand on social media because..., by demographics, July 2014
- Figure 144: Captain Morgan – Activities done – I have researched the brand on social media to..., by demographics, July 2014
- Figure 145: Bacardi – Activities done – I have looked up/talked about this brand online on social media..., by demographics, July 2014
- Figure 146: Bacardi – Activities done – I have contacted/interacted with the brand online on social media to..., by demographics, July 2014
- Figure 147: Bacardi – Activities done – I follow/like the brand on social media because..., by demographics, July 2014
- Figure 148: Bacardi – Activities done – I have researched the brand on social media to..., by demographics, July 2014
- Figure 149: Jose Cuervo – Activities done – I have looked up/talked about this brand online on social media..., by demographics, July 2014
- Figure 150: Jose Cuervo – Activities done – I have contacted/interacted with the brand online on social media to..., by demographics, July 2014
- Figure 151: Jose Cuervo – Activities done – I follow/like the brand on social media because..., by demographics, July 2014
- Figure 152: Jose Cuervo – Activities done – I have researched the brand on social media to..., by demographics, July 2014
- Figure 153: 1800 Tequila – Activities done – I have looked up/talked about this brand online on social media..., by demographics, July 2014
- Figure 154: 1800 Tequila – Activities done – I have contacted/interacted with the brand online on social media to..., by demographics, July 2014
- Figure 155: 1800 Tequila – Activities done – I follow/like the brand on social media because..., by demographics, July 2014
- Figure 156: 1800 Tequila – Activities done – I have researched the brand on social media to..., by demographics, July 2014
- Figure 157: Bombay Sapphire – Activities done – I have looked up/talked about this brand online on social media..., by demographics, July 2014
- Figure 158: Bombay Sapphire – Activities done – I have contacted/interacted with the brand online on social media to..., by demographics, July 2014
- Figure 159: Bombay Sapphire – Activities done – I follow/like the brand on social media because..., by demographics, July 2014
- Figure 160: Smirnoff – Activities done – I have looked up/talked about this brand online on social media..., by demographics, July 2014
- Figure 161: Smirnoff – Activities done – I have contacted/interacted with the brand online on social media to..., by demographics, July 2014
- Figure 162: Smirnoff – Activities done – I follow/like the brand on social media because..., by demographics, July 2014
- Figure 163: Smirnoff – Activities done – I have researched the brand on social media to..., by demographics, July 2014

Key social media metrics

- Figure 164: Key social media metrics for select white spirit brands, October 2014
- Figure 165: Online mentions for select white spirit brands, by week, OCT. 20, 2013-OCT. 19, 2014

Appendix – Trade Associations

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