

## 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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