

## White Spirits - US - October 2015

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

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"Growth has been small but consistent year-over-year from 2011 to estimated 2015, with low, single-digit growth. Overall sales are expected to continue upward at a similar pace, as dark spirits trend and vodka, the largest spirits segment, continues to post small but positive gains."

This report looks at the following areas:

- Slow white spirits growth continues
- Dark spirits seen as superior to white spirits
- Millennials heaviest on-premise spirits consumer

Opportunities exist in the white and dark distilled spirits category for each white spirits segment – vodka, white/light rum, tequila, and gin – namely advancing their premium and super-premium offerings, and providing greater flavor sophistication and complexity through aging, ingredients, and distillation and production methods.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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