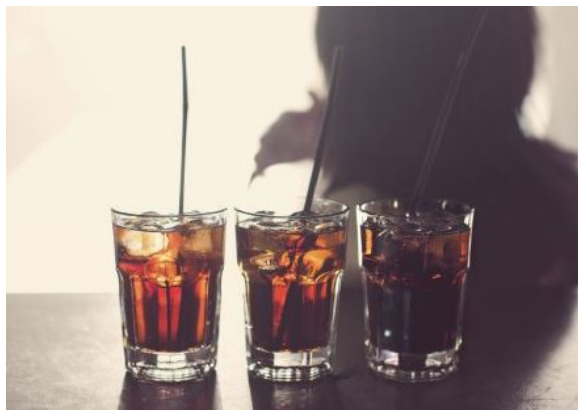


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"Overall sales are expected to continue gradually upward, as dark spirits add some growth through trending consumer interest – particularly the straight and Irish whiskey and brandy segments – while white spirits see small but positive growth. Opportunities exist for each dark spirits segment through innovation, particularly with greater flavor complexity and variation."  
- Elizabeth Sisel, Beverage Analyst

### This report looks at the following areas:

- Modest category growth
- More consumers drink white spirits
- Rum struggles

This report includes dark spirits sold for home preparation and/or consumption. The following types of dark spirits are analyzed:

- Whiskey/whisky, which includes the following subsegments:
  - Canadian whisky
  - Straight American whiskey, including bourbon and unaged white whiskey (also known as moonshine; the report covers legally sold, unaged white whiskey marketed as moonshine, not the illegally made varieties often associated with the term in various regions of the US)
  - Scotch whisky
  - Blended American whiskey
  - Irish whiskey
  - Dark/black, golden/amber, and spiced rum
- Brandy, which includes Cognac and Armagnac

Market size and forecast data includes both white/light and dark rums. The forecast data displayed in Figures 7-9 are the same as the forecast data displayed in the "Market Size and Forecast" section in Mintel's report *White Spirits – US, October 2015*.

Mintel consumer data focuses on consumer attitudes and behaviors toward dark rum only. Attitudes and behaviors toward white/light spirits are included in Mintel's report *White Spirits – US, October 2015*.

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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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## Table of Contents

### Overview

What you need to know

Definition

### Executive Summary

The issues

Modest category growth

Figure 1: US volume sales of dark spirits, 2010-20

More consumers drink white spirits

Figure 2: Spirit preference, September 2015

Rum struggles

Figure 3: Dark spirits consumption – Rum, September 2015

The opportunities

Opportunities to encourage intermediate drinkers to trade up

Figure 4: Dark spirit experience level, September 2015

Flavor innovation creates new dark spirits experiences

Figure 5: Consumption and interest in flavors, September 2015

Drinkers appreciate specialized, unique attributes

Figure 6: Dark spirits attributes, September 2015

What it means

### The Market – What You Need to Know

Distilled spirits slow growth continues

Dark spirits segments see growth

Dark spirits category faces competition with white spirits

Consumers drink most spirits off-premise

### Market Size and Forecast

Distilled spirits sales grow, albeit slowly

Figure 7: Total US sales and fan chart forecast of distilled spirits\*, at current prices, 2010-20

Figure 8: Total US retail sales and forecast of distilled spirits\*, at current prices, 2010-20

Figure 9: Total US retail sales and forecast of distilled spirits\*, at inflation-adjusted prices, 2010-20

### Market Breakdown

Dark spirits volume

Figure 10: US volume sales of dark spirits, 2010-20

Whiskey/whisky, brandy segments maintain growth

Figure 11: US volume sales and forecast of dark spirits, 2010-20

Figure 12: US volume sales and forecast of dark spirits – Percentage change, by type, 2010-15

American straight, Irish whiskeys see greatest growth

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## US volume sales of whiskey/whisky, by 9-liter cases (000)

Figure 13: US volume sales of whiskey/whisky, 2010-20

Figure 14: US volume sales of whiskey/whisky – Percentage change, 2010-20

## Market Perspective

### Dark spirits versus white spirits consumption

Figure 15: Spirit preference, September 2014

Figure 16: White spirit consumption, June 2015

Figure 17: Dark spirit consumption, September 2015

### White versus dark rum

Figure 18: Rum consumption, by type, trended 2011-15

### On-premise volume sales cannot compete with off-premise sales

Figure 19: US volume sales of dark and white distilled spirits, by channel, 2010-15

Figure 20: Drinking locations – Liquor, by gender, April 2014 to June 2015

## Market Factors

### Millennials driving spirits preferences

Figure 21: Population, by generation, 2010-20

### Millennials becoming parents

Figure 22: Households with own children, by age of householder, 2013

### Hispanic population experiencing growth

Figure 23: Population by race and Hispanic origin, 2010-20

Figure 24: Households with own children, by race and Hispanic origin of householder, 2013

## Key Players – What You Need to Know

### Super-premium spirits fueling growth

Innovation driven by quality ingredients, flavors, production methods

## Leading Companies – Whiskey/Whisky

### American whiskey

Figure 25: Beach Whiskey, August 2015

### Trended brand consumption, by straight bourbon whiskey

Figure 26: Bourbon whiskey consumption, by brand, trended 2011-15

Figure 27: Bourbon whiskey mean consumption, by number of drinks in past 30 days, by brand, trended 2011-15

### Trended brand consumption, by blended and rye whiskey

Figure 28: Blended and rye whiskey consumption, by brand, trended 2011-15

Figure 29: Blended and rye whiskey mean consumption, by number of drinks in past 30 days, by brand, trended 2011-15

### Canadian whisky

### Trended brand consumption, by Canadian whisky

Figure 30: Canadian whiskey consumption, by brand, trended 2011-15

Figure 31: Canadian whiskey mean consumption, by number of drinks in past 30 days, by brand, trended 2011 2015

### Scotch whisky

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### Trended brand consumption, by Scotch whisky

Figure 32: Scotch whisky consumption, by brand, trended 2011-15

Figure 33: Scotch whisky mean consumption, by number of drinks in past 30 days, by brand, trended 2011-15

### Irish whiskey

#### Trended brand consumption, by Irish whiskey

Figure 34: Irish whiskey consumption, by brand, trended 2011-15

Figure 35: Irish whiskey mean consumption, by number of drinks in past 30 days, by brand, trended 2011-15

### Leading Companies – Rum

#### Total rum struggles, potential for premium offerings

##### Trended brand consumption, by rum

Figure 36: Rum consumption, by brand, trended 2011-15

Figure 37: Rum mean consumption, by number of drinks in past 30 days, by brand, trended 2011-15

### Leading Companies – Brandy

#### Brandy evolves to current drinking trends

##### Trended brand consumption, by brandy

Figure 38: Brandy consumption, by brand, trended 2011-15

Figure 39: Brandy mean consumption, by number of drinks in past 30 days, by brand, trended 2011-15

### What's Next?

#### Innovative barrel aging for unique expressions

New, historic, and complex flavors

Dark spirits cocktails

### The Consumer – What You Need to Know

Men, older Millennials among dark spirits core consumers

Majority intermediate dark spirits drinkers

Majority of dark spirits consumers drink a variety of types

Interest in fruit, barrel flavor development

Millennials shop at a variety of locations

Consumer age drives pricing preferences

### Core Consumers

#### Men as dark spirits drinkers

Figure 40: Dark spirits consumption, by gender, September 2015

#### Millennials reinventing dark spirits category

Figure 41: Dark spirits consumption, by generation, September 2015

#### Parents heavy dark spirits drinkers

Figure 42: Dark spirits consumption, by parental status, September 2015

#### The Hispanic dark spirits consumer

Figure 43: Dark spirits consumption, by Hispanic origin, September 2015

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## Experience Level

Majority intermediate dark spirits drinkers

Figure 44: Dark spirit experience level, September 2015

Who is the advanced dark spirits drinker?

Who is the intermediate dark spirits drinker?

Who is the beginner dark spirits drinker?

## Dark Spirits Cross-consumption

Majority of dark spirits consumers drink a variety of types

Figure 45: Dark spirit consumption – Any drink, by dark spirit consumption – Any drink, September 2015

Figure 46: Dark spirit consumption – Rum, by dark spirit consumption – Any whiskey/whisky and any brandy, September 2015

Figure 47: Dark spirit consumption – Brandy, by dark spirit consumption – Any whiskey/whisky and any rum, September 2015

Figure 48: Dark spirit consumption – Whiskey/whisky, by dark spirit consumption – Any rum and any brandy, September 2015

## Whiskey/Whisky Drinkers

Kentucky bourbon, Tennessee whiskey most popular

Figure 49: Dark spirits consumption – Whiskey/whisky, by demographics, September 2015

Opportunities with advanced, intermediate drinkers

Figure 50: Dark spirits consumption – Whiskey/whisky, by experience level, September 2015

With soda preferred way to drink whiskey/whisky

Figure 51: Drink form – Whiskey/whisky, September 2015

Figure 52: Drink form – Whiskey/whisky, by demographics, September 2015

Figure 53: Drink form – Whiskey/whisky, by experience level, September 2015

## Rum Drinkers

34% of consumers aged 22+ drink rum

Figure 54: Dark spirits consumption – Rum, by demographics, September 2015

Advanced, intermediate drinkers are heavy rum consumers

Figure 55: Dark spirits consumption – Rum, by experience level, September 2015

With soda preferred way to drink rum

Figure 56: Drink form – Rum, September 2015

Figure 57: Drink form – Rum, by demographics, September 2015

Figure 58: Drink form – Rum, by demographics, September 2015

## Brandy Drinkers

More than one quarter drink brandies

Figure 59: Dark spirits consumption – Brandy, by demographics, September 2015

Advanced drinkers heaviest brandy consumers

Figure 60: Dark spirits consumption – Brandy, by experience level, September 2015

Neat/straight preferred brandy drink form

Figure 61: Drink form – Brandy, September 2015

Figure 62: Drink form – Brandy, by demographics, September 2015

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Figure 63: Drink form – Brandy, by demographics, September 2015

## Flavor Innovation

### Interest in fruit, barrel flavor development

Figure 64: Consumption and interest in dark spirit flavors, September 2015

### Age, gender drives flavored dark spirits consumption, interest

Figure 65: Flavors – Currently drinking, by demographic, September 2015

Figure 66: Flavors – Interested but not drinking, by demographic, September 2015

Figure 67: Flavors – Not interested not drinking, by demographic, September 2015

### Advanced drinkers consume greatest flavor variety

Figure 68: Flavors – Currently drinking, by experience level, September 2015

Figure 69: Flavors – Interested not drinking, by experience level, September 2015

Figure 70: Flavors – Not interested not drinking, by experience level, September 2015

## Attitudes and Behaviors

### Dark spirits consumers look for familiarity, experiences

Figure 71: Attitudes, by demographics, September 2015

### Consumers look beyond age and heritage, consider ingredient labels

Figure 72: Behaviors, by demographics, September 2015

### Advanced drinkers introduce others to new dark spirits

Figure 73: Attitudes, by demographics, September 2015

Figure 74: Behaviors, by demographics, September 2015

## Purchase Location

### Millennials shop at a variety of locations

Figure 75: Purchase location, by demographics, September 2015

### Online retail opportunity with advanced drinkers

Figure 76: Purchase location, by experience level, September 2015

## Price Preferences

### Consumer age drives pricing preferences

Figure 77: Price preference, by demographics, September 2015

### Intermediate drinkers split between premium, mid-range pricing

Figure 78: Price preference, by experience level, September 2015

## Preferred Attributes

### Age, alcohol content important dark spirits attributes

Figure 79: Dark spirits attributes, September 2015

Figure 80: Dark spirits attributes, by demographics, September 2015

### 25% find straight whiskey/whisky important to their purchase

Figure 81: Whiskey/whisky attributes, September 2015

### Advanced drinkers pay attention to details

Figure 82: Attributes, by experience level, September 2015

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### Appendix – Data Sources and Abbreviations

Data sources  
Sales data  
Fan chart forecast  
Consumer survey data  
Abbreviations and terms  
Abbreviations  
Terms

### Appendix – Market

Figure 83: US volume sales of dark spirits, 2010-15  
Figure 84: US volume sales of dark spirits, by segment 2010-15  
Figure 85: Total US retail sales of dark spirits, by segment, 2013 and 2015  
Figure 86: Total US volume sales of whiskey/whisky, 2010-15  
Figure 87: US volume sales of whiskey/whisky, by type, 2010-15  
Figure 88: US volume sales of brandy/Cognac/Armagnac, 2010-15  
Figure 89: US volume sales and forecast of total rum, 2010-20  
Figure 90: US volume sales of dark and white distilled spirits, by channel, 2010-15

### Appendix – Consumer

Figure 91: Whisky consumption, by core demographics, trended 2011-15  
Figure 92: Brandy/Cognac consumption, by core demographics, trended 2011-15  
Figure 93: Dark/golden rum consumption, by core demographics, trended 2011-15

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