

Dark Spirits - US - November 2017

Report Price: £3008.96 | \$3995.00 | €3429.31

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"The distilled spirits category has seen strong sales growth driven greatly by dark spirits due to interest in premium and craft spirits. Strong seasonality favoring fall and winter months and limited consumption among women will likely hinder growth. Brands should connect to consumers with authentic stories of heritage and introduce dark spirits to new consumers with cocktail creation."
- Megan Hambleton, Beverage Analyst

This report looks at the following areas:

- Spirits and cocktails come second to beer and wine
- Lack of female drinkers hinders total market growth
- Seasonality shifts limit year-round consumption
- Definition

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: American Kentucky bourbon, American Tennessee whiskey, other American whiskeys (straight, blended, malt, or non-malt), American rye whiskey, Scotch whisky, Irish whiskey, Canadian whisky, White whiskey/moonshine, flavored whiskey**
- Brandy and cognac, as well as Armagnac.
- **The forecast data displayed in this Report is for the entire distilled spirits category. Market size and forecast data includes both white/light and dark rums.**

Mintel consumer data focuses on consumer attitudes and behaviors toward dark rum only. Attitudes and behaviors toward white/light spirits will be included in Mintel's White Spirits - US, December 2017. This Report excludes the following categories, which will be covered in Mintel's White Spirits - US, December 2017:

- Vodka
- Rum
- Tequila
- Gin.

Dollar sales data in this Report includes all distilled spirits segments (dark and white), while volume sales data solely covers dark spirits. This includes only the whiskey/whisky and brandy segments. Total rum is included in the volume sales data for white spirits in Mintel's White Spirits - US, December 2017 Report, as subsegments (white/light, dark/black, golden/amber, spiced) could not be separated.

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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

Overview

The issues

Spirits and cocktails come second to beer and wine

Figure 1: Alcohol consumption, most often and also drink, August 2017

Lack of female drinkers hinders total market growth

Figure 2: Dark spirit consumption, by gender, August 2017

Seasonality shifts limit year-round consumption

Figure 3: Seasonality of spirits, August 2017

The opportunities

Tap into female drinkers through cocktails

Figure 4: Attitudes toward spirits, by gender, August 2017

Increased occasion association

Figure 5: Spirit decision making, August 2017

Dark/spiced rum to grow in quality appeal

Figure 6: Spirit associations, August 2017

What it means

The Market – What You Need to Know

Premium and craft offerings drive strong dark spirit growth

Off-premise dominates consumption, on-premise sees growth

Dark spirits aren't first to mind

Consumers are drinking less as the US population ages

Market Size and Forecast

Dollar sales of spirits continue strong growth

Figure 7: Total US sales and fan chart forecast of distilled spirits, at current prices, 2012-22

Figure 8: Total US sales and forecast of distilled spirits, at current prices, 2012-22

Figure 9: Total US sales and forecast of distilled spirits, at inflation-adjusted prices, 2012-22

Dark spirits volume growth expected to be strong through 2022

Figure 10: US volume sales of dark spirits, 2012-22

Figure 11: US volume sales of dark spirits, by segment 2012-22

Market Breakdown

Consumers interested in all things dark spirits

Figure 12: US volume sales of dark spirits, by segment 2012-22

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Irish/imported whiskey, straight whiskies take off

Figure 13: US volume sales of whiskey/whisky, by type, percentage change 2012-17

Brandy's premium appeal resonates with consumers

Figure 14: US volume sales of brandy, cognac, and Armagnac, percentage change 2012-17

Off-premise dominates in spirits...

Figure 15: US volume sales of dark and white distilled spirits, market share by channel, 2012-16

...on-premise consumption looking up

Figure 16: US volume sales of dark and white distilled spirits, percentage change by channel, 2012-16

Market Perspective

NFL befriends liquor advertisers

Figure 17: "Hydrate Generously | Drink in Moderation | Crown Royal Water B.O.Y.S." September 2017

White spirits continue to grow

Figure 18: US volume sales and forecast of white spirits, by segment, 2011-21

Beer and wine are staples

Figure 19: Alcohol consumption, most often and also drink, August 2017

Cocktails with white spirits are the standard

Figure 20: Products used – Alcohol, June 2017

Market Factors

Consumers are drinking less, but spending more on-premise

Figure 21: Total on-premise market volume consumption per capita, total alcohol, 2011-20

Younger adults limiting dark spirit intake

Figure 22: Shifts in consumption of dark spirits, by age, August 2017

The US gets older

Figure 23: Median age of the population, 1940-2050

Key Players – What You Need to Know

Dark spirit brands thrive across the board

Premium and craft offerings elevate the category

US-bottled international types lose their way

Flavors and brand stories appeal to whiskey consumers of all genders

Company and Brand Sales of Dark Spirits

Jack Daniel's and Jim Beam bourbons lead the pack

Figure 24: Bourbon, blended, rye whiskies consumed in the past 30 days, top five, by brand, trended 2012-17

Jameson drives growth in Irish whiskey

Figure 25: Canadian, Irish whiskey, Scotch whisky consumed in the past 30 days, by brand, trended 2012-17

Premium brandy and cognacs thrive with focus on Millennials

Figure 26: Brandy/cognac consumed in the past 30 days, by brand, trended 2012-17

Dark rum brands remain relatively stable

Figure 27: Dark/spiced/gold rum consumed in the past 30 days, by brand, trended 2012-17

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What's Working?

Craft-style dark spirits

Premium offerings

Figure 28: Jim Beam Black | World's Highest Rated Bourbon | Mila Kunis Voiceover, July 2017

Irish whiskey continues its boom, led by Jameson

What's Struggling?

US-bottled international whiskies struggling to ring authentic

What's Next?

Blends and flavors

Brand stories

Figure 29: Tullamore D.E.W. "No Irish Need Apply (Extended Version)," October 2017

The inclusive whiskey drinker

The Consumer – What You Need to Know

Men lead the dark spirit category with whiskey consumption

Consumers report stalling or decreased drinking habits compared to last year

Relaxation is the goal

Cocktails inspire spirit exploration, type of spirit says more than brand

Why consumers are drinking determines what spirit consumers are drinking

Spirit consumption shifts with the seasons

Dark spirits highly associated with quality

Liquor stores drive spirit purchases

Dark Spirit Consumption

Whiskies lead dark spirit consumption

Figure 30: Dark spirit consumption, August 2017

Men lead dark spirit consumption

Figure 31: Dark spirit consumption, by gender, August 2017

Dark spirit consumption peaks at an early age

Figure 32: Dark spirit consumption, by age, August 2017

Black consumers imbibe brandy

Figure 33: Dark spirit consumption, by race, August 2017

Shifts in Dark Spirit Consumption

Majority of consumers are stalling consumption or drinking less

Figure 34: Shifts in consumption of dark spirits, August 2017

Young women limit consumption

Figure 35: Shifts in consumption of dark spirits, by age and gender, August 2017

Cutting back on drinking alcohol hurting dark spirits

Figure 36: Shifts in consumption of dark spirits – Reasons for drinking less, August 2017

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Motivations for Drinking Alcohol

Relaxation and taste preference drive alcohol consumption

Figure 37: Motivations for drinking alcohol, August 2017

Relaxation is the goal, rum drinkers want to have fun

Figure 38: Motivations for drinking alcohol, by dark spirit consumption, August 2017

Younger consumers drink to explore

Figure 39: Motivations for drinking alcohol, by age, August 2017

Parents also want to have fun

Figure 40: Motivations for drinking alcohol, by parental status, August 2017

Taste becomes a driving motivator if budget allows

Figure 41: Motivations for drinking alcohol, by household income, August 2017

Attitudes toward Spirits

Cocktails encourage trial of new spirits

Figure 42: Attitudes toward spirits, August 2017

Men feel more knowledgeable about spirits

Figure 43: Attitudes toward spirits, by gender, August 2017

Younger men express identity through type and brand of spirit they drink

Figure 44: Attitudes toward spirits, by age and gender, August 2017

Hispanics eager to make cocktails at home

Figure 45: Attitudes toward spirits, by Hispanic origin, August 2017

Deciding Which Spirit to Drink

Why they're drinking determines what they're drinking

Figure 46: Spirit decision making, August 2017

On-hand ingredients sway decision for dark spirit drinkers

Figure 47: Spirit decision making, dark spirit drinkers, August 2017

Younger consumers open to persuasion from many sources

Figure 48: Spirit decision making, any rank, by age, August 2017

Older Millennials less swayed by occasion, open to social media inspiration

Figure 49: Spirit decision making, by Younger and Older Millennials, August 2017

Seasonality of Spirits

Dark spirits peak in colder times of the year

Figure 50: Seasonality of spirits, August 2017

Flavored whiskey, rum good opportunities for year-round consumption

Figure 51: Seasonality of spirits, August 2017

Dark Spirit Associations

Whiskies, brandy promote quality, dark rum appeals to taste and fun

Figure 52: Spirit associations, August 2017

Women don't think whiskey/whisky is for them

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Figure 53: Spirit associations, whiskey/whisky, by gender, August 2017

Black and Hispanic consumers are strong target for brandy

Figure 54: Spirit associations, brandy, by race and Hispanic origin, August 2017

Young men associate rum with fun

Figure 55: Spirit associations, dark/spiced rum, by age and gender, August 2017

Purchase Location of Spirits

Regardless of spirit value, consumers buy at liquor

Figure 56: Purchase location, August 2017

Figure 57: Purchase location – Do not purchase, August 2017

Western consumers purchase spirits in club stores, local supermarkets

Figure 58: Purchase location, by region, August 2017

Older Millennials purchase value spirits wherever they shop

Figure 59: Purchase location, value spirits, by Older and Younger Millennials, August 2017

Hispanic consumers purchase spirits in a wider range of channels

Figure 60: Purchase location, by Hispanic origin, August 2017

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Abbreviations and terms

Abbreviations

Terms

Appendix – The Market

Figure 61: Total US sales and forecast of distilled spirits, at current prices, 2012-22

Figure 62: Total US sales and forecast of distilled spirits, at inflation-adjusted prices, 2012-22

Figure 63: US volume sales of dark spirits, 2012-22

Figure 64: US volume sales of dark spirits, by segment 2012-22

Figure 65: US volume sales of whiskey/whisky, by type, 2012-17

Figure 66: US volume sales of dark and white distilled spirits, market share by channel, 2012-16

Figure 67: US volume sales of dark and white distilled spirits, percentage change by channel, 2012-16

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