

White Spirits - US - December 2017

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

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"Distilled spirits (white and dark) are expected to flourish, growing 11% through 2022 with white spirits making up majority of volume sold. Sales of white spirits will maintain forward momentum as interest in craft, premium spirits, and cocktails grows."

- **Megan Hambleton, Beverage Analyst**

This report looks at the following areas:

- **Spirits, cocktails, mixed drinks come second to beer and wine**
- **Dark spirits' rise in popularity challenges white spirits**
- **Gin lacks associations needed to gain appeal**

While vodka's versatile flavor profile has kept it as the leading segment of the category, success in newer unflavored varieties has brought the inherent quality of the spirit back to the forefront. Tequila is the fastest growing segment, driven by premium and super-premium offerings, while rum struggles to stabilize and gin lacks mainstream relevance.

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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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