

Dark Spirits: Incl Impact of COVID-19 - US - November 2020

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“Spirit brands are reeling from the loss of on-premise sales and as consumers facing economic hardships prioritize known, familiar brands over experimentation. Opportunities within the market exist despite these challenges.”

– **Caleb Bryant, Associate Director of Food and Drink Reports**

This report looks at the following areas:

Successful dark spirit companies are highlighting their heritage while also embracing innovation by experimenting with various casks and launching RTD products. While financially struggling consumers are gravitating toward familiar spirits, brands can create new products/services for those consumers who are looking to upgrade their home bars.

- **The impact of COVID-19 on consumer behavior and the dark spirit market**
- **Changes in consumer spending habits due to the recession**
- **Strategies for appealing to nondark spirit drinkers**
- **Opportunities in spirit product development**

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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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