

White Spirits: Incl Impact of COVID-19 - US - December 2020

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“Spirit brands are reeling from the loss of on-premise sales, and 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:

- The impact of COVID-19 on consumer behavior and the white spirit market
- Changes in consumer spending habits due to the recession
- The growing popularity of tequila and gin
- 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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Table of Contents

Overview

What you need to know
 Key issues covered in this Report
 Definition
 COVID-19: Market context

Executive Summary

Top takeaways
 Market overview
 Figure 1: Total US sales and forecast of distilled spirits, at current prices, 2015-25
 Figure 2: Total US sales and forecast of distilled spirits, at current prices, 2015-25
 Impact of COVID-19 on spirits
 Figure 3: Short-, medium- and long-term impact of COVID-19 on spirits, November 2020
 Opportunities and Challenges
 Consumers focus on the familiar when facing uncertainty
 Figure 4: Alcohol purchasing behaviors during financial uncertainty among white spirit drinkers, September 2020
 Spirit brands feel the loss of on-premise revenues
 Figure 5: Spirit trial method, among white spirit drinkers, September 2020
 Brand heritage is important but not the only quality indicator
 Figure 6: Premium spirit indicators, by spirit consumer segmentation, September 2020
 Recovery
 (2022-25)
 Figure 7: Important spirit attributes, by age and HHI, September 2020
 Figure 8: Spirit product interest, by gender and age, September 2020

The Market – Key Takeaways

Thriving market falls
 Macro-economic conditions are detrimental to the spirits market
 Better spirit choices
 Consumer social behaviors have changed

Market Size and Forecast

Thriving market cut down by decline of on-premise sales
 Figure 9: Total US sales and forecast of distilled spirits, at current prices, 2015-2025
 Figure 10: Total US sales and forecast of distilled spirits, at current prices, 2015-25
 Figure 11: US unemployment rate, January 2007-November 2020
 Figure 12: Consumer sentiment index, January 2007-October 2020
 Figure 13: Consumer expenditure on alcohol for off- and on-premise consumption, 2005-2012
 Impact of COVID-19 on spirits

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Figure 14: Short-, medium and long term impact of COVID-19 on spirits, November 2020

Lockdown
Re-emergence
Recovery
COVID-19: US context

Segment Performance

Tequila steals the show, but vodka remains the cornerstone of the spirits market

Figure 15: US volume sales of white spirits, by type, 2015-23

Figure 16: US volume sales of white spirits, by type, 2015-23

Figure 17: US white spirit market share, by type, 2015-2019

Market Factors

Economic uncertainty muddles the market

Figure 18: US unemployment rate, January 2007-November 2020

Figure 19: Consumer sentiment index, January 2007-October 2020

Researchers urge revisions to alcohol guidelines

Spirit brands lose crucial foodservice business

Figure 20: Total US on-premise alcohol sales, at current prices, 2015-25

Figure 21: Total US on-premise alcohol sales, at current prices, 2015-25

Market Opportunities

Consumers adopt new social behaviors during the pandemic

Figure 22: Activities during pandemic, September 2020

Figure 23: Activities during pandemic, virtual happy hours, by generation, September 2020

Online retailers can facilitate discovery

Growing soft power of South Korea offers new opportunities

Figure 24: Mentions of K-pop on social media channels, November 2017-September 2020

Figure 25: Mentions of soju on social media channels, November 2017-September 2020

Consumers are increasingly interested in BFY drinks

Companies and Brands – Key Takeaways

Gin and tequila grow and innovate

Vodka remains steady while rum stagnates

White Spirit Brand Performance

Tito's to become the number one vodka brand

Figure 26: volume sales of vodka, top 15 brands, on and off premise, thousand 9-liter cases, % change 2018-19

Gin is ready to take off

Figure 27: volume sales of gin, top 15 brands, on and off premise, thousand 9-liter cases, % change 2018-19

Rum is a whitespace category but struggles with its identity

Figure 28: Volume sales of rum, top 15 brands, on- and off-premise, thousand 9-liter cases, % change 2018-19

Premium tequila is a thriving category

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Figure 29: volume sales of tequila, top 15 brands, on and off premise, thousand 9-liter cases, % change 2018-19

Competitive Strategies

Build upon tequila's firm foundation

Gin can provide a sense of place

Aviation opens the door for American craft gin

White spirit brands can it

Paper packaging offers sustainable benefits

Figure 30: Beverage packaging type associations, April 2020

The Consumer – Key Takeaways

High-earning younger consumers are interested in BFY spirits

Spirit preferences vary widely by age

Consumers want to explore spirits on a budget

Alcohol Consumption

White spirit consumption outpaces dark spirits

Figure 31: Alcohol consumption, most vs also drink, September 2020

Older consumers cut back on white spirits

Figure 32: Alcohol consumption, by age and gender, any drink, September 2020

Figure 33: Change in white spirit consumption, by age and gender, any drink, September 2019-September 2020

Alcohol Consumption by Occasion

Spirits struggle from the loss of on-premise sales

Figure 34: Alcohol consumption by occasion, by those who drink alcohol type, September 2020

White Spirit Purchases

Mezcal makes moves

Figure 35: Trended white spirit purchases, 2019-2020, September 2019; September 2020

Party is on pause

Figure 36: Trended white spirit purchases, by age and gender, 2019-2020, September 2019; September 2020

Healthful Explorers driving spirit trends

Figure 37: White spirit purchases, by spirit consumer segmentation, September 2020

Tequila and gin can be aspirational spirits

Figure 38: White spirit purchases, by HHI, September 2020

Mezcal can make up ground among Hispanic consumers

Figure 39: White spirit purchases, by race and ethnic origin, September 2020

Brand Tier Purchases

Pandemic pushes consumers to the ends of the spectrum

Figure 40: Brand tier purchases, 2019 vs 2020, September 2020

Price is right for white spirit drinkers

Figure 41: Brand tier purchases, among white spirit drinkers, September 2020

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Spirit Format Consumption

White spirit drinkers mix it up

Figure 42: Spirit format consumption, any drink, among white spirit drinkers, September 2020

Figure 43: Spirit format consumption, any drink, by white spirit type drinkers, September 2020

Connect with the home bartender

Figure 44: Spirit format consumption, any drink, by age, September 2020

Create cocktail occasions

Figure 45: Spirit format consumption, any drink, by spirit consumer segmentation, September 2020

Premium Spirit Indicators

Awards and location resonate with white spirit drinkers

Figure 46: Premium spirit indicators, among white spirit drinkers, September 2020

Older consumers go for tradition, younger consumers check online

Figure 47: Premium spirit indicators, by age, September 2020

Heritage messages resonate with purists

Figure 48: Premium spirit indicators, by spirit consumer segmentation, September 2020

Figure 49: Premium spirit indicators, by white spirit type drinkers, September 2020

Premium Spirit Region Associations

APAC spirits lag behind

Figure 50: Regions associated with premium spirits, among white spirit drinkers, September 2020

Young affluent consumers think globally

Figure 51: Regions associated with premium spirits, by age and HHI, September 2020

New Spirit Trial

Pandemic places barriers to new brand trial

Figure 52: Spirit brand trial behaviors, among white spirit drinkers, September 2020

Figure 53: Spirit brand trial behaviors, by white spirit type drinkers, September 2020

Figure 54: Spirit trial method, among white spirit drinkers, September 2020

Important Spirit Attributes

Health claims can be a differentiator

Figure 55: Important spirit attributes, among white spirit drinkers, September 2020

Figure 56: Important spirit attributes, by age and HHI, September 2020

BFY claims appeal to trend-forward consumers

Figure 57: Important spirit attributes, by spirit consumer segmentation, September 2020

Spirit Behaviors during Financial Uncertainty

Consumers prioritize the familiar during uncertainty

Figure 58: Spirit behaviors during financial uncertainty, among white spirit drinkers, September 2020

Figure 59: Alcohol purchasing behaviors during financial uncertainty, by financial situation, September 2020

Troubled times for on-premise sales

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Figure 60: Alcohol purchasing behaviors during financial uncertainty, by age, September 2020

Spirit Product Interest

Think small and offer experiences

Figure 61: Spirit product interest, among white spirit drinkers, September 2020

Young consumers will be home bartenders

Figure 62: Spirit product interest, by gender and age, September 2020

Figure 63: Spirit product interest, by age and HHI, September 2020

Make things simple for Situational Drinkers

Figure 64: Spirit product interest, by spirit consumer segmentation, September 2020

Leverage white rum consumers' interest in cocktails

Figure 65: Spirit product interest, by white spirit type drinkers, September 2020

Spirit Attitudes

Now is the time for consumers to upgrade their home bar

Figure 66: Spirit attitudes, any agree, among white spirit drinkers, September 2020

Figure 67: Spirit attitudes, any agree, by age, September 2020

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Forecast

Consumer survey data

Abbreviations and terms

Abbreviations

Appendix – The Market

Figure 68: Total US sales of distilled spirits, 2015-24

Figure 69: US volume sales and forecast of white spirits, 2015-23

Figure 70: Total US volume sales of white spirits, by segment, 2018 and 2020

Figure 71: US volume sales of total distilled spirits, by channel, 2015-19

Appendix – Spirit Consumer Segmentation

Segment definitions

Healthful Explorers

Spirit Purists

Occasional Drinkers

Situational Drinkers

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