

White Spirits - US - 2022

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This report looks at the following areas:

- Impact of inflation on the spirits market
- Premiumization in the spirits market
- Consumer interest in RTD cocktails
- Role of brand trust in the spirits market

The outlook for the spirits market remains on an upward trajectory and continues to outperform the wider alcoholic beverage market. Premiumization trends and high brand loyalty among spirits consumers, even in the face of economic uncertainty, keep pushing the market forward. Spirit purchases can serve as a passable indulgence in the face of cutting back on major purchases.

The white spirits category continues to grow and is fast on the heels of beer and wine, as vodka remains a towering figure in the spirits market and tequila asserts growth dominance across occasions and garners positive perceptions. The rise of super-premium tequila has created a competitive market with high demand but carrying a looming threat of supply issues.

RTD cocktails will add to the market's growth as RTD cocktails can act as an entry point to younger and less-engaged consumers and be versatile across occasions, particularly to the live events that consumers have been missing.

Shifts in what spirit consumers consider premium allow brands to showcase heritage, storytelling and innovation; in the face of inflation, consumers are looking for high-value propositions beyond high price tags.



“The white spirits market continues to see growth on the back of the fast-paced tequila segment, even in the face of economic uncertainty. Interest in premium offerings and brand loyalty among spirit consumers has created a market in which prioritization of quality and trust outweighs quantity.”

– **Sydney Riebe, Associate Analyst, Food and Drink Reports**

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