

Dark Spirits - US - 2022

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- Impact of inflation on the spirits market
- Ecommerce and spirit purchases
- Consumer interest in RTD cocktails
- Role of brand trust in the spirits market

The outlook for the spirits market remains positive despite wider economic uncertainty due to strong category and brand loyalty among engaged spirit consumers. 49% of consumers say they are flexible on a spirit's price if it is from a brand they trust. Consumer demand for premium spirits has only grown since the pandemic and while increased economic uncertainty threatens the market's performance, spirit brands may prove resilient to decreased consumer financial confidence.

The dark spirits category continues to outperform the total alcoholic beverage market as avid consumers add whiskeys to their collections. American whiskey lovers, for instance, are expanding their whiskey repertoires, purchasing more Irish whiskeys and cognac. Imported dark spirits are poised for strong growth following the repeal of high tariffs, a strong US dollar and the normalization of supply chains.

RTD cocktails will fuel the market's growth as RTD cocktails bring spirits into new consumption occasions and act as a point of entry into the wider spirits market among unengaged spirit consumers. Branding and product differentiation will be critical in order to stand out in the rapidly growing RTD cocktail category. Dark spirit brands must leverage existing brand equity when entering the RTD cocktail space as consumer are more interested in white-spirit-based RTD cocktails than dark-spirit-based RTD cocktails.

The strategic leveraging of new technologies and communication paradigms keep established spirit brands fresh and interesting for young consumers. From



“Consumer demand for premium dark spirits remains strong even as consumers rethink their total alcoholic beverage expenditures under the pressure of economic uncertainty.”

– Caleb Bryant, Associate Director of Food and Drink Reports

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whiskey NFTs to livestream shopping events, emerging technologies allow companies to build spirit brand awareness and connect with consumers.

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