

White Spirits - US - December 2018

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"The white spirits market is growing, albeit at a slower rate than dark spirits. Consumer interest in white spirits is growing as evident by the strong growth of tequila and higher-end/super premium gin brands. Newer white spirit brands must focus on educating consumers on the differences between white spirit brands as well as the white spirit production process."

- Caleb Bryant, Senior Beverage Analyst

This report looks at the following areas:

- The high cost of spirits motivates consumers to stick to brands they know
- Slow growth of white spirits market
- Tequila and gin have relatively low consumer engagement
- Consumers are drinking less
- Cocktail culture greatly benefits white spirits
- White spirit drinkers experiment on-premise
- Opportunity for health-focused brands

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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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Abbreviations

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