



Dark Spirits – US – December 2019

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This report looks at the following areas:

- Dark spirits characterized as an "old man's drink"
- Non-drinkers just don't think dark spirits are for them

Optimal growth will hinge not only on nudging upgrades from dedicated consumers to even more premium products, but also expanding reach to Gen Z and women with cocktail recipes featuring softer flavors, casualization through RTD and healthy innovation.



"Dark spirits had another year of growth posting strong five-year growth driven by consumer interest in premium drinks, craft offerings and even cocktail culture keeping the category well positioned with its base for the future."

- Mimi Bennett, Director – Food and Drink, Foodservice

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Figure 23: consumption of dark spirits, by generation, September 2019

- **Wellness and social trends may spur reduced, selective consumption**

KEY PLAYERS – WHAT YOU NEED TO KNOW

- **American and Irish whiskeys enjoy strong growth**
- **Brandy, cognac and Armagnac continue to build share**
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- **Cocktail recipes, premium mixers can take the edge off**
- **Premium innovation can widen the base**

ALCOHOL CONSUMPTION

- **About a third consume dark spirits**

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- **Consumer qualitative research**
- **Mintel Menu Insights**
- **Purchase Intelligence**
- **Mintel Market Sizes**
- **Mintel Food and Drink shopper segmentation**
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