

White Spirits - US - December 2019

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This report looks at the following areas:

- The alcohol industry will need to adapt to Gen Z
- Flagship vodka and rum brands underperform
- Decline in value brands emblematic of the entire alcohol market

Though total US alcohol consumption is in decline, high end and super premium spirits have a bright future, as consumers are generally drinking less but spending more per drink. Vodka remains the most popular spirit by far but consumers are gaining a new appreciation for both tequila and gin.



"Spirits continue to enjoy growth in both dollar and volume sales, outperforming beer and wine. Consumer interest in craft production, brand stories and premium drinking experiences has propelled many spirit brands, especially high end and super premium spirits."

- Caleb Bryant, Associate Director - Food & Drink

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