

White Spirits: Incl Impact of COVID-19 - US - December 2020

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the white spirit market
- Changes in consumer spending habits due to the recession
- The growing popularity of tequila and gin
- Opportunities in spirit product development



"Spirit brands are reeling from the loss of on-premise sales, and consumers facing economic hardships prioritize known, familiar brands over experimentation.

Opportunities within the market exist despite these challenges."

- **Caleb Bryant, Associate Director of Food and Drink Reports**

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