

White Spirits - US - October 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

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"Growth has been small but consistent year-over-year from 2011 to estimated 2015, with low, single-digit growth. Overall sales are expected to continue upward at a similar pace, as dark spirits trend and vodka, the largest spirits segment, continues to post small but positive gains."

This report looks at the following areas:

- Slow white spirits growth continues
- Dark spirits seen as superior to white spirits
- Millennials heaviest on-premise spirits consumer

Opportunities exist in the white and dark distilled spirits category for each white spirits segment – vodka, white/light rum, tequila, and gin – namely advancing their premium and super-premium offerings, and providing greater flavor sophistication and complexity through aging, ingredients, and distillation and production methods.

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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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Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Slow white spirits growth continues

Figure 1: US volume sales of white spirits, 2010-20

Dark spirits seen as superior to white spirits

Figure 2: Spirits preference, by generation, June 2015

Millennials heaviest on-premise spirits consumer

Figure 3: Drinking locations – Liquor, by gender, April 2014 to June 2015

The opportunities

Preference for super premium

Figure 4: Price, by demographics, June 2015

Figure 5: Price, by demographics, June 2015

Flavor innovation has potential to create complexity, sophistication

Figure 6: Attitudes and behaviors – Any agree, by demographics, June 2015

Interest in health, ingredients driving natural/organic, labeling preferences

Figure 7: Attitudes – Any agree, by demographics, June 2015

What it means

The Market – What You Need to Know

Distilled spirits slow growth continues

Vodka growth remains small but positive, tequila sees strongest growth

Taste, sophistication driving competition with dark spirits

Consumers drink most spirits off-premise

Market Size and Forecast

Distilled spirits grows, albeit slowly

Figure 8: Total US sales and fan chart forecast of distilled spirits*, at current prices, 2010-20

Figure 9: Total US retail sales and forecast of distilled spirits*, at current prices, 2010-20

Figure 10: Total US retail sales and forecast of distilled spirits*, at inflation-adjusted prices, 2010-20

Market Breakdown

White spirits volume sales remain stagnant

Figure 11: US volume sales of white spirits, 2010-20

Vodka remains largest segment, tequila forecast to catch up to rum

Figure 12: US volume sales of white spirits, 2010-20

Tequila forecast to experience greatest growth through 2020

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Figure 13: US volume sales of white spirits, 2010-20

Market Perspective

Taste, sophistication driving dark spirits consumption

Figure 14: Spirits preference, by generation, June 2015

On-premise volume sales cannot compete with off-premise sales

Figure 15: US volume sales of dark and white distilled spirits, by channel, 2010-15

Figure 16: Drinking locations – Liquor, by gender, April 2014 to June 2015

Market Factors

Millennials driving spirits preferences

Figure 17: Population, by generation, 2010-20

Millennials becoming parents

Figure 18: Households with own children, by age of householder, 2013

Hispanic population experiencing growth

Figure 19: Population by race and Hispanic origin, 2010-20

Figure 20: Households with own children, by race and Hispanic origin of householder, 2013

Key Players – What You Need to Know

Super-premium spirits fueling growth

Innovation driven by quality ingredients, flavors, production methods

Leading Companies – Vodka

Tito's, New Amsterdam see greatest vodka growth in 2014

Trended brand consumption, by vodka

Figure 21: Vodka consumption, by brands, trended 2011-15

Figure 22: Mean vodka consumption – Number of drinks consumed in the last 30 days, by brands, trended 2011-15

Leading Companies – Rum

Leading rum companies struggle, super-premium rums see success

Trended brand consumption, by rum

Figure 23: Rum consumption, by brands, trended 2011-15

Figure 24: Mean rum consumption – Number of drinks consumed in the last 30 days, by brands, trended 2011-15

Leading Companies – Tequila

Tequila companies seeing success

Trended brand consumption, by tequila

Figure 25: Tequila consumption, by brands, trended 2011-15

Figure 26: Mean tequila consumption – Number of drinks consumed in the last 30 days, by brands, trended 2011-15

Leading Companies – Gin

Super-premium gin companies see growth, value gins struggle

Trended brand consumption, by gin

Figure 27: Gin consumption, by brands, trended 2011-15

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Figure 28: Mean gin consumption – Number of drinks consumed in the last 30 days, by brands, trended 2011-15

- Barrel-aged and blended vodkas
- Organic/natural offerings
- Handcrafted
- Sophisticated flavor innovation

The Consumer – What You Need to Know

- The vodka drinker
- The white/light rum drinker
- The tequila drinker
- The gin drinker

Terminology

- Terminology
- Segment groups
- Consumption frequency

Core Consumers

Men as white spirits consumers

Figure 29: White spirits consumption, by gender, June 2015

The Millennial white spirits consumer

Figure 30: White spirits consumption, by generation, June 2015

Parents as white spirits consumers

Figure 31: White spirits consumption, by parental status, June 2015

The Hispanic white spirits consumer

Figure 32: White spirits consumption, by race and Hispanic origin, June 2015

Acculturated Hispanics most likely drinking white spirits

Figure 33: White spirits consumption (vodka, rum, tequila, gin), by language spoken in household, April 2014 to June 2015

White Spirits Cross-consumption

Majority of white spirits consumers drink a variety of types

Figure 34: White spirits consumption – Any drinking, by white spirits consumption – Any drinking, June 2015

Vodka

Figure 35: White spirits consumption – Vodka, by white spirits consumption – Vodka, June 2015

White/light rum

Figure 36: White spirits consumption – White/Light rum, by white spirits consumption – White/Light rum, June 2015

Tequila

Figure 37: White spirits consumption – Tequila, by white spirits consumption – Tequila, June 2015

Gin

Figure 38: White spirits consumption – Gin, by white spirits consumption – Gin, June 2015

White Spirits versus Dark Spirits Preferences

White spirits drinkers prefer white spirits over dark

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Figure 39: Spirits consumption, June 2015

Female white spirits drinkers should not be overlooked

Figure 40: Spirits consumption, by gender, June 2015

Dark spirits consumption impacts white spirits preferences

Figure 41: Spirits consumption, by gender, June 2015

The Vodka Drinker

Key analysis: Who is the vodka drinker?

Vodka consumption frequency

Figure 42: White spirits consumption – Vodka, June 2015

Figure 43: White spirits consumption – Vodka, by demographics, June 2015

Vodka with mixers most popular

Figure 44: Drink form – Any vodka, by demographics, June 2015

Frequent vodka drinkers buy premium

Figure 45: Price, by white spirits consumption – Any vodka, June 2015

The White/Light Rum Drinker

Key analysis: Who is the white/light rum drinker?

White/light rum consumption frequency

Figure 46: White spirits consumption – White/Light rum, June 2015

Core white/light rum consumer consumption frequency

Figure 47: White spirits consumption – White/Light rum, by demographics, June 2015

White/light rum with mixers is most popular

Figure 48: Drink form – Any white/light rum, by demographics, June 2015

Frequent white/light rum drinkers buy super-premium

Figure 49: Price, by white spirits consumption – Any white/light rum, June 2015

The Tequila Drinker

Key analysis: Who is the tequila drinker?

Tequila consumption frequency

Figure 50: White spirits consumption – Tequila, June 2015

Core tequila consumer consumption frequency

Figure 51: White spirits consumption – Tequila, by demographics, June 2015

Tequila neat/straight up most popular

Figure 52: Drink form – Any tequila, by demographics, June 2015

Frequent drinkers buy super-premium

Figure 53: Price, by white spirits consumption – Any tequila, June 2015

The Gin Drinker

Key analysis: Who is the gin drinker?

Terminology for this section

Gin consumption frequency

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Report Price: £2466.89 | \$3995.00 | €3133.71

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Figure 54: White spirits consumption – Gin, June 2015

Core gin consumer consumption frequency

Figure 55: White spirits consumption – Gin, by demographics, June 2015

Gin consumed in a wider variety of ways than other white spirits

Figure 56: Drink form – Any gin, by demographics, June 2015

Frequent gin drinkers buy super-premium

Figure 57: Price, by white spirits consumption – Any gin, June 2015

Price Preference

Overall white spirits consumers prefer mid-range pricing

Figure 58: Price, by demographics, June 2015

Consumption frequency influences price preferences

Figure 59: Price, by white spirits consumption, June 2015

Purchase Influencers

Core white spirits drinkers looking for promotions

Figure 60: Promotions, by demographics, June 2015

Frequent drinkers influenced by price promotions, sampling

Figure 61: Promotions, by white spirits consumption, June 2015

Purchase Location

Liquor stores lead white spirits purchase location

Figure 62: Purchase location, by demographics, June 2015

Figure 63: Purchase location, by white spirits consumption, June 2015

Preferred Attributes

Niche attributes create opportunities to establish authenticity

Figure 64: Attributes, June 2015

Attitudes toward Flavor Innovation and Health

Core consumers want flavor innovation

Figure 65: Attitudes and behaviors – Any agree, by demographics, June 2015

Figure 66: Attitudes and behaviors – Any agree, by demographics, June 2015

Majority looking for BFY options

Figure 67: Attitudes and behaviors – Any agree, by demographics, June 2015

Figure 68: Attitudes toward white spirits – Any agree, by demographics, June 2015

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Abbreviations and terms

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Abbreviations

Terms

Appendix – The Market

Figure 69: US volume sales of white spirits, 2010-20

Figure 70: US volume sales and forecast of white spirits, by segment, 2010-20

Figure 71: US volume sales of white spirits, by segment, 2013 and 2015

Figure 72: US volume sales and forecast of vodka, 2010-20

Figure 73: US volume sales and forecast of rum, 2010-20

Figure 74: US volume sales and forecast of tequila, 2010-20

Figure 75: US volume sales and forecast of gin, 2010-20

Figure 76: US volume sales of dark and white distilled spirits, by channel, 2010-15

Appendix – The Consumer

Figure 77: Drinking locations – Liquor, by gender, April 2014 to June 2015

Figure 78: Drinking locations – Liquor, by generation, April 2014 to June 2015

Figure 79: Drinking locations – Liquor, by Hispanic origin, April 2014 to June 2015

Figure 80: Drinking locations – Liquor, by parental status, April 2014 to June 2015

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