

White Spirits - US - October 2016

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

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"The white spirits category is poised for continued modest growth sustained by vodka and propelled by growing interest in the complexities of tequila. Opportunity to grow the category can be leveraged by cross category consumption."

- **Mimi Bonnett, Director - Food and Drink, Foodservice**

This report looks at the following areas:

- **Slow growth of white spirits continues**
- **Dark spirits gain traction**
- **Off-premise consumption tops on-premise**
- **Millennials drive on-premise consumption**
- **Tequila, vodka buoy other white spirits**

The white spirits category is poised for continued modest growth sustained by vodka and propelled by growing interest in the complexities of tequila. Opportunity to grow the category can be leveraged by cross category consumption. Dark spirits, often positioned based upon product characteristics like heritage, local ingredients, and small batch production methods, continue to gain on the dominant white spirits market. Millennials will continue to drive distilled spirits with their frequent consumption both at home and on-premise and their unique dedication to innovation, culinary inspiration and premium offerings.

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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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Source: Mintel GNPD

Beverage blurring

Source: Mintel GNPD

Source: Mintel GNPD

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