

Spirits in the US

June 2023

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Spirits in the US - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Spirits picks up momentum despite economic grey clouds in the horizon
Tequila leads the way, with whiskies and cognac also performing well
Consumers and producers continue to navigate tough market conditions

PROSPECTS AND OPPORTUNITIES

The tequila revolution continues, but weaknesses are starting to appear
Whiskies is rapidly closing the gap with vodka in total volume terms
Non alcoholic spirits remains small, but is gaining a foothold

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology
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