

The End of the Boom? Bourbon, Ryes and Other US Whiskies

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Table of Contents

BOURBONS, RYES AND OTHER US WHISKIES

Key findings

US whiskies finish up a decade of strong and consistent growth

Global growth prospects are dimming between disease and tariffs

Bourbon has been dragged unwillingly into a series of trade wars

A new round of EU tariffs would hit harder than the first

Growth is now on hold in many key developing markets

Key US whiskies trends within the US

In the US, domestic whiskies perform strongly during the pandemic

COVID-19 turned premiumisation into mid-tier erosion

The rye revival continues

Craft whiskies fight to survive during COVID-19

Traditional geographic distinctions are breaking down

American single malt: strangled in the cradle?

Trends in premiumisation: part 1

Trends in premiumisation: part 2

The road back from COVID-19: the next few years

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