

Global Rum Market Size study, by Type (White Rum, Light/Gold Rum, Dark Rum, Spiced Rum) by Nature (Organic, Conventional), by sales Channel (Business to Business, Business to Consumer) and Regional Forecasts 2022-2028

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Abstracts

Global Rum Market is valued at approximately USD 11.26 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 5.2% over the forecast period 2022-2028. Among all the spirits, Rum is the second most preferred beverage spirits. It contains a lot of medicinal properties which were not long ago used for troops and soldiers in the war to keep them fit and healthy. It increases the bone density through which it can be inferred that eating in moderation can prevent various health diseases such as osteoporosis and can help prevent arthritis problems as well. In the current scenario, the increasing middle-class disposable income promotes rum sales, which in turn promotes it in urban areas as well. The revenue collected through the sales of rum is highest in the USA as the increasing per capita income inflated from & 62,805 in 2018 to & 69,288 in 2020. There is a sagaciousness going on in the minds of people that, as there is an increase in pressure in work life the consumption of rum is quite comfortable for those people, resulting in a surge in the intake of rum. To drive the market more smoothly and efficiently the rum producers are launching premium and more authentic rum flavours to increase the popularity of the market. Just one of the leading brands in the rum market i.e., Bacardi, has launched its new premium rum named Anejo Cuatro Gold Rum to dominate the premium rum market, which propels the growth of this market. Also, the increasing number of pubs and clubs in the market drives the growth of the rum market. The pub market is estimated to grow by 26 billion USD between 2021 and 2026. However, different spirits such as scotch and whiskey spirits, directly challenge the rum market. Also, the market availability of non-alcoholic beverages gives quite a competition to the rum market which smother the market

growth throughout the forecast period of 2022-2028.

The key regions considered for the Global Rum Market study includes Asia Pacific, North America, Europe, Latin America, and the Rest of the World. North America dominated the space in terms of revenue in 2021, owing to the factor of the existence of premium brands of rum and the healthy competition between different spirits which drives each other's market. The Asia Pacific is expected to grow significantly during the forecast period, owing to the factors that the largest consumer demand for rum is present in South Asia. The dominance over the market for the largest number of consumers lies in India and the Philippines. India is also looking forward to providing a better customer experience through high growth in premium rum categories.

Major market players included in this report are:

Demerara Distillers Limited

Amrut Distilleries Limited

Bacardi Limited

Brugal

Diageo plc

Campari Group

La Martiniquaise

Pernod Ricard

RadicoKhaitan Limited

Stock Spirits Group

The objective of the study is to define the market sizes of different segments & countries in recent years and to forecast the values for the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with a detailed analysis of the competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

White Rum

Light/Gold Rum

Dark Rum

Spiced Rum

By Nature:

Organic

Conventional

By Sales Channel:

Business to Business

Business to Consumer

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Rum Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

Contents

CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2020-2028 (USD Billion)
 - 1.2.1. Global Rum Market, by Region, 2020-2028 (USD Billion)
 - 1.2.2. Global Rum Market, by Type, 2020-2028 (USD Billion)
 - 1.2.3. Global Rum Market, by Nature, 2020-2028 (USD Billion)
 - 1.2.4. Global Rum Market, by Sales Channel, 2020-2028 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

CHAPTER 2. GLOBAL RUM MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
 - 2.2.1. Scope of the Study
 - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

CHAPTER 3. GLOBAL RUM MARKET DYNAMICS

- 3.1. Rum Market Impact Analysis (2020-2028)
 - 3.1.1. Market Drivers
 - 3.1.1.1. Increasing middle-class disposable income
 - 3.1.1.2. Launching of more premium and authentic rum flavour
 - 3.1.2. Market Challenges
 - 3.1.2.1. Availability of non-alcoholic beverages
 - 3.1.2.2. Different spirits directly challenge rum market
 - 3.1.3. Market Opportunities
 - 3.1.3.1. Increasing Pubs market
 - 3.1.3.2. Increasing trend among millennials.

CHAPTER 4. GLOBAL RUM MARKET INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model

- 4.1.1. Bargaining Power of Suppliers
- 4.1.2. Bargaining Power of Buyers
- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.1.6. Futuristic Approach to Porter's 5 Force Model (2018-2028)
- 4.2. PEST Analysis
 - 4.2.1. Political
 - 4.2.2. Economical
 - 4.2.3. Social
 - 4.2.4. Technological
- 4.3. Investment Adoption Model
- 4.4. Analyst Recommendation & Conclusion
- 4.5. Top investment opportunity
- 4.6. Top winning strategies

CHAPTER 5. RISK ASSESSMENT: COVID-19 IMPACT

- 5.1.1. Assessment of the overall impact of COVID-19 on the industry
- 5.1.2. Pre COVID-19 and post COVID-19 market scenario

CHAPTER 6. GLOBAL RUM MARKET, BY TYPE

- 6.1. Market Snapshot
- 6.2. Global Rum Market by Type, Performance - Potential Analysis
- 6.3. Global Rum Market Estimates & Forecasts by Type 2018-2028 (USD Billion)
- 6.4. Rum Market, Sub Segment Analysis
 - 6.4.1. White Rum
 - 6.4.2. Light/Gold Rum
 - 6.4.3. Dark Rum
 - 6.4.4. Spiced Rum

CHAPTER 7. GLOBAL RUM MARKET, BY NATURE

- 7.1. Market Snapshot
- 7.2. Global Rum Market by Nature, Performance - Potential Analysis
- 7.3. Global Rum Market Estimates & Forecasts by Nature 2018-2028 (USD Billion)
- 7.4. Rum Market, Sub Segment Analysis
 - 7.4.1. Organic

7.4.2. Conventional

CHAPTER 8. GLOBAL RUM MARKET, BY SALES CHANNEL

8.1. Market Snapshot

8.2. Global Rum Market by Sales Channel, Performance - Potential Analysis

8.3. Global Rum Market Estimates & Forecasts by Sales Channel 2018-2028 (USD Billion)

8.4. Rum Market, Sub Segment Analysis

8.4.1. Business to Business

8.4.2. Business to Consumer

CHAPTER 9. GLOBAL RUM MARKET, REGIONAL ANALYSIS

9.1. Rum Market, Regional Market Snapshot

9.2. North America Rum Market

9.2.1. U.S. Rum Market

9.2.1.1. Type estimates & forecasts, 2018-2028

9.2.1.2. Nature estimates & forecasts, 2018-2028

9.2.1.3. Sales Channel estimates & forecasts, 2018-2028

9.2.2. Canada Rum Market

9.3. Europe Rum Market Snapshot

9.3.1. U.K. Rum Market

9.3.2. Germany Rum Market

9.3.3. France Rum Market

9.3.4. Spain Rum Market

9.3.5. Italy Rum Market

9.3.6. Rest of Europe Rum Market

9.4. Asia-Pacific Rum Market Snapshot

9.4.1. China Rum Market

9.4.2. India Rum Market

9.4.3. Japan Rum Market

9.4.4. Australia Rum Market

9.4.5. South Korea Rum Market

9.4.6. Rest of Asia Pacific Rum Market

9.5. Latin America Rum Market Snapshot

9.5.1. Brazil Rum Market

9.5.2. Mexico Rum Market

9.6. Rest of The World Rum Market

CHAPTER 10. COMPETITIVE INTELLIGENCE

- 10.1. Top Market Strategies
- 10.2. Company Profiles
 - 10.2.1. Demerara Distillers Limited
 - 10.2.1.1. Key Information
 - 10.2.1.2. Overview
 - 10.2.1.3. Financial (Subject to Data Availability)
 - 10.2.1.4. Product Summary
 - 10.2.1.5. Recent Developments
 - 10.2.2. Amrut Distilleries Limited
 - 10.2.3. Bacardi Limited
 - 10.2.4. Brugal
 - 10.2.5. Diageo plc
 - 10.2.6. Gruppo Campari
 - 10.2.7. La Martiniquaise
 - 10.2.8. Pernod Ricard
 - 10.2.9. RadicoKhaitan Limited
 - 10.2.10. Stock Spirits Group

CHAPTER 11. RESEARCH PROCESS

- 11.1. Research Process
 - 11.1.1. Data Mining
 - 11.1.2. Analysis
 - 11.1.3. Market Estimation
 - 11.1.4. Validation
 - 11.1.5. Publishing
- 11.2. Research Attributes
- 11.3. Research Assumption

List Of Tables

LIST OF TABLES

- TABLE 1. Global Rum market, report scope
- TABLE 2. Global Rum market estimates & forecasts by Region 2018-2028 (USD Billion)
- TABLE 3. Global Rum market estimates & forecasts by Type 2018-2028 (USD Billion)
- TABLE 4. Global Rum market estimates & forecasts by Nature 2018-2028 (USD Billion)
- TABLE 5. Global Rum market estimates & forecasts by Sales Channel 2018-2028 (USD Billion)
- TABLE 6. Global Rum market by segment, estimates & forecasts, 2018-2028 (USD Billion)
- TABLE 7. Global Rum market by region, estimates & forecasts, 2018-2028 (USD Billion)
- TABLE 8. Global Rum market by segment, estimates & forecasts, 2018-2028 (USD Billion)
- TABLE 9. Global Rum market by region, estimates & forecasts, 2018-2028 (USD Billion)
- TABLE 10. Global Rum market by segment, estimates & forecasts, 2018-2028 (USD Billion)
- TABLE 11. Global Rum market by region, estimates & forecasts, 2018-2028 (USD Billion)
- TABLE 12. Global Rum market by segment, estimates & forecasts, 2018-2028 (USD Billion)
- TABLE 13. Global Rum market by region, estimates & forecasts, 2018-2028 (USD Billion)
- TABLE 14. Global Rum market by segment, estimates & forecasts, 2018-2028 (USD Billion)
- TABLE 15. Global Rum market by region, estimates & forecasts, 2018-2028 (USD Billion)
- TABLE 16. U.S. Rum market estimates & forecasts, 2018-2028 (USD Billion)
- TABLE 17. U.S. Rum market estimates & forecasts by segment 2018-2028 (USD Billion)
- TABLE 18. U.S. Rum market estimates & forecasts by segment 2018-2028 (USD Billion)
- TABLE 19. Canada Rum market estimates & forecasts, 2018-2028 (USD Billion)
- TABLE 20. Canada Rum market estimates & forecasts by segment 2018-2028 (USD Billion)
- TABLE 21. Canada Rum market estimates & forecasts by segment 2018-2028 (USD Billion)

Billion)

TABLE 22. UK Rum market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 23. UK Rum market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 24. UK Rum market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 25. Germany Rum market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 26. Germany Rum market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 27. Germany Rum market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 28. RoE Rum market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 29. RoE Rum market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 30. RoE Rum market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 31. China Rum market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 32. China Rum market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 33. China Rum market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 34. India Rum market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 35. India Rum market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 36. India Rum market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 37. Japan Rum market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 38. Japan Rum market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 39. Japan Rum market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 40. RoAPAC Rum market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 41. RoAPAC Rum market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 42. RoAPAC Rum market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 43. Brazil Rum market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 44. Brazil Rum market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 45. Brazil Rum market estimates & forecasts by segment 2018-2028 (USD Billion)

- TABLE 46. Mexico Rum market estimates & forecasts, 2018-2028 (USD Billion)
- TABLE 47. Mexico Rum market estimates & forecasts by segment 2018-2028 (USD Billion)
- TABLE 48. Mexico Rum market estimates & forecasts by segment 2018-2028 (USD Billion)
- TABLE 49. RoLA Rum market estimates & forecasts, 2018-2028 (USD Billion)
- TABLE 50. RoLA Rum market estimates & forecasts by segment 2018-2028 (USD Billion)
- TABLE 51. RoLA Rum market estimates & forecasts by segment 2018-2028 (USD Billion)
- TABLE 52. Row Rum market estimates & forecasts, 2018-2028 (USD Billion)
- TABLE 53. Row Rum market estimates & forecasts by segment 2018-2028 (USD Billion)
- TABLE 54. Row Rum market estimates & forecasts by segment 2018-2028 (USD Billion)
- TABLE 55. List of secondary sources, used in the study of global Rum market
- TABLE 56. List of primary sources, used in the study of global Rum market
- TABLE 57. Years considered for the study
- TABLE 58. Exchange rates considered

List Of Figures

LIST OF FIGURES

- FIG 1. Global Rum market, research methodology
- FIG 2. Global Rum market, market estimation techniques
- FIG 3. Global market size estimates & forecast methods
- FIG 4. Global Rum market, key trends 2021
- FIG 5. Global Rum market, growth prospects 2022-2028
- FIG 6. Global Rum market, porters 5 force model
- FIG 7. Global Rum market, pest analysis
- FIG 8. Global Rum market, value chain analysis
- FIG 9. Global Rum market by segment, 2018 & 2028 (USD Billion)
- FIG 10. Global Rum market by segment, 2018 & 2028 (USD Billion)
- FIG 11. Global Rum market by segment, 2018 & 2028 (USD Billion)
- FIG 12. Global Rum market by segment, 2018 & 2028 (USD Billion)
- FIG 13. Global Rum market by segment, 2018 & 2028 (USD Billion)
- FIG 14. Global Rum market, regional snapshot 2018 & 2028
- FIG 15. North America Rum market 2018 & 2028 (USD Billion)
- FIG 16. Europe Rum market 2018 & 2028 (USD Billion)
- FIG 17. Asia pacific market 2018 & 2028 (USD Billion)
- FIG 18. Latin America Rum market 2018 & 2028 (USD Billion)
- FIG 19. Global Rum market, company market share analysis (2021)

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