

Global Tequila Market Size study & Forecast, by Purity (100% Tequila, Mixed), Product (Blanco, Joven, Mixto Gold, Reposado, Anejo Extra Anejo), and Distribution Channel (On-trade, Off-trade) and Regional Analysis, 2022-2029

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Abstracts

Global Tequila Market is valued at approximately USD XX billion in 2021 and is anticipated to grow with a healthy growth rate of more than XX % over the forecast period 2022-2029. A Tequila is a distilled liquor extracted from blue agave plants especially grown in regions such as Jalisco, Tamaulipas, and Mexico. It is made by distilling the fermented juices of the Weber blue agave plant. The Tequila market is expanding because of factors such as rising disposable income and changing lifestyle. According to the OECD Better Life Index, in 2020, the average household net adjusted disposable income per capita is around USD 30,490 per year. Also, the average net-adjusted disposable income of the top 20% of the population is around USD 59,336 a year, whereas the bottom 20% live on an estimated USD 9,060 a year. Whereas rising demand for premium spirits and growing R&D activities by market players create lucrative growth opportunities. However, awareness of low alcoholic beverages hampers the market growth in the forecast period.

The key regions considered for the Global Tequila Market study includes Asia Pacific, North America, Europe, Latin America, and the Rest of the World. North America dominated the market in terms of revenue, owing to the rising public awareness of agave-based spirits, increasing disposable income and changing lifestyles. Whereas Europe is expected to grow with the fastest growth rate owing to factors such as the rising popularity of artisanal spirits, rising growth in cocktail consumers, and increasing penetration of market players across the region.

Major market players included in this report are:

Diageo Plc
Eastside distilling, Inc
Bacardi limited
Brown-Forman Corporation
Constellation Brands, Inc.
Becel
Cemex S.A.B DE C, V
Pernod Ricard
California Tequila, Inc.
Ambhar Global Spirits LLC.

Recent Developments in the Market:

In February 2020, Pernod Ricard's Avion brand announced the launch of Avion reserve crista lino tequila to its reserve line-up. This product plays an important role in enhancing the market demand. It includes the production process from field to bottle, showcasing the uniqueness of their terroir.

In February 2020, Suntory Holdings Limited's brand Tres Generaciones Tequila has launched its new ultra-premium offering Aejo Cristalino. It is produced by Tres Generaciones master distillers at La Preseveraniacia distillery in Jalisco and has a smooth character.

Global Tequila Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered Purity, Product, Distribution Channel Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

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 years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within the countries involved in the study.

The report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the market's future growth. Additionally, it also incorporates potential 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 Purity:

100% Tequila

Mixed

By Product:

Blanco, Joven,

Mixto Gold,

Reposado,

Anejo,

Extra Anejo

By Distribution Channel:

On-Trade

Off-Trade

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

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