

# **US Flavored Alcohol Market Size study, by Type (Whiskey, Rum, Vodka, Tequila, Gin, Others), by Flavor (Herbs & Spices, Fruits, Nuts & Seeds, Others), By Distribution Channel (Supermarket/Hypermarket, Specialty Retailers, Convenience Stores, E-Commerce, Others) Forecasts 2022-2032**

<https://marketpublishers.com/r/U60071AAF4DDEN.html>

Date: June 2024

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: U60071AAF4DDEN

## **Abstracts**

US Flavored Alcohol Market is valued approximately at USD 6.68 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 15.86% over the forecast period 2024-2032. Flavored alcohol is a rapidly growing segment in the beverage industry, providing a wide array of infused spirits with flavors spanning fruits to spices. This category appeals to consumers looking for unique and exciting drinking experiences. Its versatility in cocktails and diverse options continue to attract attention in the market, creating opportunities for manufacturers and consumers alike. Additionally, in light of increased consumption of healthy foods among USA consumers, with nearly 20% favoring on-pack claims such as "made with real ingredients" when purchasing food or beverage products, the incorporation of alcoholic flavors in snacking has witnessed notable advancement over the years, poised to drive revenue growth in the US Flavored Alcohol Market.

American consumers increasingly prefer wines labeled "no taste additives, gluten-free, low carb, vegan-friendly, sulfite-free, low calorie, low alcohol, light, lighter, organic" due to heightened health consciousness. In 2021, Mexico's wine imports exceeded exports by USD 267 million, with total imports valued at USD 272 million and exports at USD 5.15 million, contributing to a wine industry revenue of USD 1.56 billion. Flavored alcoholic beverages cater to these preferences by offering a diverse range of flavors, including fruity, spicy, herbal, and unconventional combinations. Consumers value the

sensory experience provided by flavored options, driving market expansion. However, stringent government regulations aimed at curbing underage drinking, high taxation, elevated costs of premium flavored alcoholic beverages, bans on alcohol sales in certain regions, and the rise of non-alcoholic beverages may hinder growth in the US Flavored Alcohol market from 2022 to 2032.

Major market player included in this report are:

Mike's Hard Lemonade Co.

The Brown-Forman Corporation

United Brands Company, Inc.

The Miller Brewing Company

Company 5

Company 6

Company 7

Company 8

Company 9

Company 10

The detailed segments and sub-segment of the market are explained below:

By Type

Whiskey

Rum

Vodka

Tequila

Gin

Others

By Flavor

Herbs & Spices

Fruits

Nuts & Seeds

Others

By Distribution Channel

Supermarket/Hypermarket

Specialty Retailers

Convenience Stores

E-Commerce

Others?

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and Country level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market

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