

Global Tequila Market: Size, Trends & Forecasts (2017-2021)

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Abstracts

Scope of the Report

The report titled “Global Tequila Market: Size, Trends & Forecasts (2017-2021)” provides an in-depth analysis of tequila market by value, by volume, by segments and by region. The report also provides a regional analysis of the tequila market, including following regions: Americas, EMEA and APAC.

The report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall global tequila market has also been forecasted for the period 2017-2021, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

The competition in the global tequila market and especially in the US regions is fragmented with several players thriving the market. Yet, some prominent players are Jose Cuervo, Brown-Forman Corporation, Suntory Holdings Limited and Patron Spirits International. Such, key players of the tequila market Jose Cuervo, Brown-Forman Corporation, Suntory Holdings Limited and Patron Spirits International are also profiled with their financial information and respective business strategies.

Country Coverage

Americas

EMEA

APAC

Company Coverage

Jose Cuervo

Suntory Holdings Limited

Brown-Forman Corporation

Patron Spirits Internkational

Executive Summary

Tequila is a distilled beverage made from the blue agave plant that grows in Mexico. The agave plant is hard desert juicy plant that has spiked leaves like sharp blades. The agave pant favours high altitudes and requires less water. The agave plant can only be grown in the regions of Mexico particularly Jalisco, Nayarit, Tamaulipas, Michoacán and Guanajuato. Blue agave is used in the production of 100% tequila.

The tequila could be segmented on the basis of purity, product type and price. On the basis of purity tequila could be segmented into plain tequila that has 51% of agave plant content and premium tequila that has 100% agave plant content. On the basis of product type tequila could be segmented into Blanco, Joven, Reposado, Anejo and Extra Anejo.

On the basis of price the tequila could be segmented into Value, Standard, Premium, Super Premium, Ultra Premium.

The global tequila market has increased at a significant CAGR during the years 2010-2016 and the projections are made that the market would rise in the next four years i.e. 2017-2021 tremendously. The global tequila market is expected to increase due to growing global youth population, growing emerging economies, growing urban population, etc. Yet the market faces some challenges such as increasing healthcare expenditure worldwide, etc.

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