

Tequila Market - 2022

<https://marketpublishers.com/r/TCE58F25A37EEN.html>

Date: November 2025

Pages: 218

Price: US\$ 2,999.00 (Single User License)

ID: TCE58F25A37EEN

Abstracts

The Tequila Market was valued at US\$ 10.5 billion in 2022 and is anticipated to reach by , at a CAGR of 0.055 from 2026 to 2032.

The report delivers in-depth insights into key market dynamics, including regional growth trends, market segmentation, CAGR projections, and the revenue performance of leading industry players. It also highlights major growth drivers shaping the market landscape. Designed to provide a clear and comprehensive perspective, the report offers a detailed view of the current market size in terms of both value and volume, along with emerging opportunities and the overall development outlook of the Tequila Market.

This report delivers a comprehensive overview of the Tequila Market, with both quantitative and qualitative analyses, to help readers develop growth strategies, assess the competitive landscape, evaluate their position in the current market, and make informed business decisions regarding Tequila Market. The Tequila Market size, estimates, and forecasts are provided in terms of output/shipments (K MT) and revenue (US\$ millions), with 2025 as the base year and historical and forecast data for 2022–.

Tequila Market Scope:

By Type

Blanco

Anejo

Reposado

Others

By Grade

Premium

Value

Ultra-premium

Super Premium

Others

By Distribution Channel

Off-Trade

On-Trade

Key Players

Diageo Plc.

Tequila Ocho

Bacardi & Company Ltd.

Vault Fine Spirits Pvt. Ltd.

Charbay Distillery

Tequila Fortaleza

Proximo Spirits, Inc.

Brown-Forman Corporation

Pernod Ricard S.A.

Casa Aceves Spirits

Major Highlights

This report delivers a comprehensive overview of the Tequila Market, with both quantitative and qualitative analyses, to help readers develop growth strategies, assess the competitive landscape, evaluate their position in the current market, and make informed business decisions regarding Tequila Market. The Tequila Market size, estimates, and forecasts are provided in terms of output/shipments (K Sqm) and revenue (US\$ millions), with 2025 as the base year and historical and forecast data for 2022–.

This report will assist keyword manufacturers, new entrants, and companies across the industry value chain with information on revenues, production, and average prices for the overall market and its sub-segments, by company, by Type, by Application, and by region.

Regional Analysis:

North America (U.S., Canada, Mexico)

Europe (U.K., Italy, Germany, Russia, France, Spain, The Netherlands and Rest of Europe)

Asia-Pacific (India, Japan, China, South Korea, Australia, Indonesia Rest of Asia Pacific)

South America (Colombia, Brazil, Argentina, Rest of South America)

Middle East & Africa (Saudi Arabia, U.A.E., South Africa, Rest of Middle East & Africa)

Partner Identification

Increase Your Customer Base by 3X using our Partner Identification tool

Uncover strategic collaboration opportunities with DataM vetted partners aligned to your ecosystem.

Identify high potential M&A targets based on synergies, market positioning and growth trajectory.

Prioritize partners by strategic fit rather than general capability.

Why Choose DataM?

Data-Driven Insights: Dive into detailed analyses with granular insights such as pricing, market shares and value chain evaluations, enriched by interviews with industry leaders and disruptors.

Post-Purchase Support and Expert Analyst Consultations: As a valued client, gain direct access to our expert analysts for personalized advice and strategic guidance, tailored to your specific needs and challenges.

White Papers and Case Studies: Benefit quarterly from our in-depth studies related to your purchased titles, tailored to refine your operational and marketing strategies for maximum impact.

Annual Updates on Purchased Reports: As an existing customer, enjoy the privilege of annual updates to your reports, ensuring you stay abreast of the latest market insights and technological advancements. Terms and conditions apply.

Specialized Focus on Emerging Markets: DataM differentiates itself by delivering in-depth, specialized insights specifically for emerging markets, rather than offering generalized geographic overviews. This approach equips our clients with a nuanced understanding and actionable intelligence that are essential for navigating and succeeding in high-growth regions.

Value of DataM Reports: Our reports offer specialized insights tailored to the latest trends and specific business inquiries. This personalized approach provides a deeper, strategic perspective, ensuring you receive the precise

information necessary to make informed decisions. These insights complement and go beyond what is typically available in generic databases.

Target Audience 2026

Manufacturers/ Buyers

Industry Investors/Investment Bankers

Research Professionals

Emerging Companies

Contents

1. SCOPE AND METHODOLOGY

- 1.1. Research Methodology
- 1.2. Scope of the Market

2. KEY TRENDS AND DEVELOPMENTS

3. EXECUTIVE SUMMARY

- 3.1. Market Snippet by Type
- 3.2. Market Snippet by Grade
- 3.3. Market Snippet by Distribution Channel
- 3.4. Market Snippet by Region

4. MARKET DYNAMICS

- 4.1. Market impacting factors
 - 4.1.1. Drivers
 - 4.1.2. Restraints
 - 4.1.3. Opportunities
- 4.2. Impact analysis

5. INDUSTRY ANALYSIS

- 5.1. Porter's five forces analysis
- 5.2. Value chain analysis
- 5.3. Patent Analysis
- 5.4. Regulatory Analysis

6. COVID-19 ANALYSIS

- 6.1. Analysis of Covid-19 on the Market
 - 6.1.1. Before COVID-19 Market Scenario
 - 6.1.2. Present COVID-19 Market Scenario
 - 6.1.3. After COVID-19 or Future Scenario
- 6.2. Pricing Dynamics Amid Covid-19
- 6.3. Demand-Supply Spectrum

- 6.4. Government Initiatives Related to the Market During Pandemic
- 6.5. Manufacturers Strategic Initiatives

7. BY TYPE

7.1. Introduction

- 7.1.1. Market size analysis, and y-o-y growth analysis (%), By Type segment
- 7.1.2. Market attractiveness index, By Type segment

7.2. Blanco*

- 7.2.1. Introduction
- 7.2.2. Market Size Analysis, US\$ Million, 2019-2028 And Y-O-Y Growth Analysis (%), 2020-2028

7.3. Anejo

7.4. Reposado

7.5. Others

8. BY GRADE

8.1. Introduction

- 8.1.1. Market size analysis, and y-o-y growth analysis (%), By Grade Segment
- 8.1.2. Market attractiveness index, By Grade Segment

8.2. Premium*

- 8.2.1. Introduction
- 8.2.2. Market Size Analysis, US\$ Million, 2019-2028 And Y-O-Y Growth Analysis (%), 2020-2028

8.3. Value

8.4. Ultra-premium

8.5. Super Premium

8.6. Others

9. BY DISTRIBUTION CHANNEL

9.1. Introduction

- 9.1.1. Market size analysis, and y-o-y growth analysis (%), By Distribution Channel Segment

- 9.1.2. Market attractiveness index, By Distribution Channel Segment

9.2. Off-Trade*

- 9.2.1. Introduction

- 9.2.2. Market Size Analysis, US\$ Million, 2019-2028 And Y-O-Y Growth Analysis (%),

2020-2028

9.2.3. Supermarkets and Hypermarkets

9.2.4. Online Stores

9.2.5. Others

9.3. On-Trade

9.3.1. Restaurants and Bars

9.3.2. Liquor Stores

9.3.3. Others

10. BY REGION

10.1. Introduction

10.1.1. Market Size Analysis, And Y-O-Y Growth Analysis (%), By Region

10.1.2. Market Attractiveness Index, By Region

10.2. North America

10.2.1. Introduction

10.2.2. Key region-specific dynamics

10.2.3. Market Size Analysis, And Y-O-Y Growth Analysis (%), By Type

10.2.4. Market Size Analysis, And Y-O-Y Growth Analysis (%), By Grade

10.2.5. Market Size Analysis, And Y-O-Y Growth Analysis (%), By Distribution Channel

10.2.6. Market Size Analysis, And Y-O-Y Growth Analysis (%), By Country

10.2.6.1. U.S.

10.2.6.2. Canada

10.2.6.3. Mexico

10.3. South America

10.3.1. Introduction

10.3.2. Key Region-Specific Dynamics

10.3.3. Market Size Analysis, And Y-O-Y Growth Analysis (%), By Type

10.3.4. Market Size Analysis, And Y-O-Y Growth Analysis (%), By Grade

10.3.5. Market Size Analysis, And Y-O-Y Growth Analysis (%), By Distribution Channel

10.3.6. Market Size Analysis, And Y-O-Y Growth Analysis (%), By Country

10.3.6.1. Brazil

10.3.6.2. Argentina

10.3.6.3. Rest of South America

10.4. Europe

10.4.1. Introduction

10.4.2. Key Region-Specific Dynamics

10.4.3. Market Size Analysis, And Y-O-Y Growth Analysis (%), By Type

10.4.4. Market Size Analysis, And Y-O-Y Growth Analysis (%), By Grade

10.4.5. Market Size Analysis, And Y-O-Y Growth Analysis (%), By Distribution Channel

10.4.6. Market Size Analysis, And Y-O-Y Growth Analysis (%), By Country

10.4.6.1. Germany

10.4.6.2. U.K.

10.4.6.3. France

10.4.6.4. Spain

10.4.6.5. Italy

10.4.6.6. Rest of Europe

10.5. Asia Pacific

10.5.1. Introduction

10.5.2. Key Region-Specific Dynamics

10.5.3. Market Size Analysis, And Y-O-Y Growth Analysis (%), By Type

10.5.4. Market Size Analysis, And Y-O-Y Growth Analysis (%), By Grade

10.5.5. Market Size Analysis, And Y-O-Y Growth Analysis (%), By Distribution Channel

10.5.6. Market Size Analysis, And Y-O-Y Growth Analysis (%), By Country

10.5.6.1. China

10.5.6.2. India

10.5.6.3. Japan

10.5.6.4. Australia

10.5.6.5. Rest of Asia Pacific

10.6. Middle East and Africa

10.6.1. Introduction

10.6.2. Key Region-Specific Dynamics

10.6.3. Market Size Analysis, And Y-O-Y Growth Analysis (%), By Type

10.6.4. Market Size Analysis, And Y-O-Y Growth Analysis (%), By Grade

10.6.5. Market Size Analysis, And Y-O-Y Growth Analysis (%), By Distribution Channel

11. COMPETITIVE LANDSCAPE

11.1. Competitive scenario

11.2. Competitor strategy analysis

11.3. Market positioning/share analysis

11.4. Mergers and acquisitions analysis

12. COMPANY PROFILES

12.1. Diageo Plc.*

12.1.1. Company Overview

12.1.2. Product Portfolio and Description

- 12.1.3. Key Highlights
- 12.1.4. Financial Overview
- 12.2. Tequila Ocho
- 12.3. Bacardi & Company Ltd.
- 12.4. Vault Fine Spirits Pvt. Ltd.
- 12.5. Charbay Distillery
- 12.6. Tequila Fortaleza
- 12.7. Proximo Spirits, Inc.
- 12.8. Brown-Forman Corporation
- 12.9. Pernod Ricard S.A.
- 12.10. Casa Aceves Spirits (*List not Exhaustive*)

13. DATAM

- 13.1. Appendix
- 13.2. About us and services
- 13.3. Contact us

I would like to order

Product name: Tequila Market - 2022

Product link: <https://marketpublishers.com/r/TCE58F25A37EEN.html>

Price: US\$ 2,999.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/TCE58F25A37EEN.html>