

# Craft Spirits: Spirit of the Times

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## Abstracts

Craft spirits, still in its infancy when compared with the more mature craft beer segment, is gaining popularity across regions, as consumer lifestyle trends and alcohol industry dynamics combine in favour of artisanal spirits. This briefing explores if the industry is any closer to an agreed-upon definition of “craft”, examines the markets where the trend is most prominent, the factors that have led to craft’s rise and the challenges ahead for both independent distillers and multinationals.

Euromonitor International's Craft Spirits: Spirit of the Times global briefing offers an insight into to the size and shape of the Spirits market in both the off-trade and the on-trade, it highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading companies and brands by total volume, offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

**Product coverage:** Brandy and Cognac, Liqueurs, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Spirits market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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