

# Global Mezcal Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global Mezcal market size was valued at USD 218.2 million in 2023 and is forecast to a readjusted size of USD 423.9 million by 2030 with a CAGR of 10.0% during review period.

Mezcal is a distilled alcoholic spirit manufactured from the agave plant, which is native to Mexico. It has a distinctive and smoky flavour. There are 30 varieties of agave plant from which mezcal can be processed and manufactured.

The North Americas accounted for the maximum growth of the mezcal industry during 2017. The growing demand for mezcal and the rising export of mezcal products from Mexico drive the growth of the mezcal market in the US and other countries in the Americas. Moreover, the increasing number of supermarkets and hypermarkets and convenience stores also fuel the region's contribution to the growth of the global mezcal market.

The Global Info Research report includes an overview of the development of the Mezcal industry chain, the market status of Wedding (Joven, Reposado), Cocktail Party (Joven, Reposado), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Mezcal.

Regionally, the report analyzes the Mezcal markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Mezcal market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Mezcal market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Mezcal industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the sales quantity (K MT), revenue generated, and market share of different by Type (e.g., Joven, Reposado).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Mezcal market.

**Regional Analysis:** The report involves examining the Mezcal market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the Mezcal market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Mezcal:

**Company Analysis:** Report covers individual Mezcal manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards Mezcal This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Wedding, Cocktail Party).

**Technology Analysis:** Report covers specific technologies relevant to Mezcal. It assesses the current state, advancements, and potential future developments in Mezcal areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Mezcal market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

### Market Segmentation

Mezcal market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

#### Market segment by Type

Joven

Reposado

Anejo

#### Market segment by Application

Wedding

Cocktail Party

Backyard BBQ

Others

#### Major players covered

El Jolgorio

Illegal Mezcal

Pernod Ricard

Diageo

Rey Campero

Tlacolula Distillery

William Grant & Sons

Market segment by region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

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

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Mezcal product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Mezcal, with price, sales, revenue and global market share of Mezcal from 2019 to 2024.

Chapter 3, the Mezcal competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Mezcal breakdown data are shown at the regional level, to show the

sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2023. and Mezcal market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Mezcal.

Chapter 14 and 15, to describe Mezcal sales channel, distributors, customers, research findings and conclusion.

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