

# Global Rum 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 Rum market size was valued at USD 15690 million in 2023 and is forecast to a readjusted size of USD 21270 million by 2030 with a CAGR of 4.4% during review period.

Rum is a distilled alcoholic drink made from sugarcane byproducts, such as molasses, or directly from sugarcane juice, by a process of fermentation and distillation.

**Premiumization:** There is a growing trend towards premium and high-quality rums. Consumers are becoming more discerning and willing to pay for unique and artisanal rum offerings. This trend has led to the emergence of craft and small-batch rum producers, as well as aged and limited-edition rums.  
**Flavored and spiced rums:** Flavored and spiced rums have gained popularity among consumers, especially younger demographics. These rums offer a wide range of flavors, such as coconut, pineapple, vanilla, and spices like cinnamon and nutmeg. They are often used in cocktails and are seen as more approachable and versatile.

The Global Info Research report includes an overview of the development of the Rum industry chain, the market status of Cocktail (White, Gold), Other (White, Gold), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Rum.

Regionally, the report analyzes the Rum 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 Rum market, with robust domestic demand, supportive policies, and a strong manufacturing base.

### Key Features:

The report presents comprehensive understanding of the Rum 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 Rum 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., White, Gold).

**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 Rum market.

**Regional Analysis:** The report involves examining the Rum 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 Rum market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Rum:

**Company Analysis:** Report covers individual Rum 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 Rum This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Cocktail, Other).

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

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Rum 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

Rum 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

White

Gold

Dark

#### Market segment by Application

Cocktail

Other

#### Major players covered

Demerara Distillers

Amrut Distilleries

Bacardi

Brugal

Diageo

Gruppo Campari

La Martiniquaise

Pernod Ricard

Radico Khaitan

Stock Spirits

Tanduay Distillers

United Spirits

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 Rum product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Rum, with price, sales, revenue and

global market share of Rum from 2019 to 2024.

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

Chapter 4, the Rum 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 Rum 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 Rum.

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

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