

Global Tequila 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 Tequila market size was valued at USD 6245.4 million in 2023 and is forecast to a readjusted size of USD 8662.7 million by 2030 with a CAGR of 4.8% during review period.

Tequila is a distilled beverage made from the blue agave plant, primarily in the area surrounding the city of Tequila 65 km (40 mi) northwest of Guadalajara, and in the Jalisco Highlands (Los Altos de Jalisco) of the central western Mexican state of Jalisco. Like mezcal, tequila is also made from the agave plant and originates from the same regions of Mexico. The distinction is that tequila is made only from blue agave and they are prepared in different ways. Tequila is commonly served neat in Mexico and as a shot with salt and lime around the world.

Global Tequila key players include Jose Cuervo, Sauza, Patr?n, etc. Global top three manufacturers hold a share over 35%.

North America is the largest market, with a share about 80%, followed by Europe and Japan, both have a share over 5 percent.

The Global Info Research report includes an overview of the development of the Tequila industry chain, the market status of Entertainment Parties and Bars (100% Tequila, Mixto Tequila), Family Drinking (100% Tequila, Mixto Tequila), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Tequila.

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

Key Features:

The report presents comprehensive understanding of the Tequila 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 Tequila 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 (M L), revenue generated, and market share of different by Type (e.g., 100% Tequila, Mixto Tequila).

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 Tequila market.

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

The report also involves a more granular approach to Tequila:

Company Analysis: Report covers individual Tequila 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 Tequila This may involve surveys, interviews, and analysis of

consumer reviews and feedback from different by Application (Entertainment Parties and Bars, Family Drinking).

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

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Tequila 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

Tequila 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

100% Tequila

Mixto Tequila

Market segment by Application

Entertainment Parties and Bars

Family Drinking

Corporate Hospitality

Others

Major players covered

Jose Cuervo

Sauza

Patr?n

Juarez

1800 Tequila

El Jimador Family

Don Julio

Familia Camarena Tequila

Herradura

Zarco

Cazadores

Cabo Tequila

Milagro

Margaritaville

Clase Azul

Avion Tequila

1921 Tequila

4 Copas

Corzo

El Agave Artesanal

Tequila Arette

Don Eduardo

Agave Dos Mil

Aha Toro

Buen Amigo

Campo Azul

Cascahuin Distillery

Compañía Tequilera de Arandas

Centinela

Hacienda La Capilla

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

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

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

Chapter 4, the Tequila 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 Tequila 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 Tequila.

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

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