

# **Europe Rum Market Size, Share & Trends Analysis Report By Product (Dark & Golden Rum, White Rum, Flavored & Spiced Rum), By Distribution Channel (Off-Trade, On-Trade), By Country (Germany, UK, France, Russia, Italy), And Segment Forecasts, 2025 - 2030**

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## **Abstracts**

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### **Europe Rum Market Size & Trends**

The Europe rum market size was estimated at USD 5.12 billion in 2024 and is expected to grow at a CAGR of 4.4% from 2025 to 2030. The market is driven by evolving consumer preferences toward premium and craft spirits, increased interest in cocktail culture, and a broader acceptance of dark and flavored rums among younger demographics. Rising disposable incomes, tourism recovery, and the influence of Caribbean culture and exotic branding have further contributed to demand, especially in Western European countries like the UK, Germany, and France. Additionally, innovation in product offerings-such as spiced, aged, and organic rums-has attracted a broader consumer base and supported retail expansion across both on-trade and off-trade channels.

The market growth is largely fueled by shifting consumer tastes toward premiumization and craft spirits. More consumers are seeking high-quality, authentic experiences, which has boosted demand for aged and small-batch rums. For example, brands like Ron Zacapa and Mount Gay have gained popularity by offering distinctive aged rums that appeal to connoisseurs and casual drinkers alike. This trend is especially strong in countries like the UK and Germany, where cocktail culture and artisanal beverages have become mainstream, encouraging bars and retailers to expand their rum

selections.

Furthermore, younger generations are increasingly drawn to flavored and spiced rums, expanding the market beyond traditional drinkers. This demographic is more adventurous and willing to experiment with innovative products, such as Bacardi's flavored rums or Captain Morgan's spiced varieties, which have successfully attracted new consumers through creative marketing and social media engagement. The rise of cocktail bars and mixology also supports this trend, as bartenders incorporate rum into popular cocktails like mojitos and piña colodas, making it a staple in European nightlife and casual drinking occasions.

Moreover, external factors such as the revival of tourism post-pandemic and growing interest in Caribbean culture have reinforced rum's appeal. European travelers returning from Caribbean destinations often bring back a taste for authentic rum, while festivals and cultural events celebrating Caribbean heritage further boost local demand. Retail channels have also evolved, with supermarkets and online platforms increasingly stocking a wider variety of rum products, including organic and sustainably produced options. This diversification in product availability and consumer reach is helping to sustain the market's steady growth across Europe.

## Europe Rum Market Report Segmentation

This report forecasts revenue growth at the country level and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the Europe rum market report based on product, distribution channel, and country:

### Product Outlook (Revenue, USD Million, 2018 - 2030)

Dark & Golden Rum

White Rum

Flavored & Spiced Rum

Others

### Distribution Channel Outlook (Revenue, USD Million, 2018 - 2030)

Off-Trade

On-Trade

Country Outlook (Revenue, USD Million, 2018 - 2030)

Germany

UK

France

Russia

Italy

### **Companies Mentioned**

Bacardi Limited

Diageo plc

Pernod Ricard

Campari Group

La Martiniquaise-Bardinet

Maison Ferrand

Edrington Group

Stock Spirits Group

Marussia Beverages

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