

North America 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 (U.S., Canada, Mexico), And Segment Forecasts, 2025 - 2030

<https://marketpublishers.com/r/N1F32040A018EN.html>

Date: May 2025

Pages: 110

Price: US\$ 5,950.00 (Single User License)

ID: N1F32040A018EN

Abstracts

This report can be delivered to the clients within 5 Business Days

North America Rum Market Size & Trends

The North America rum market size was estimated at USD 4.03 billion in 2024 and is projected to grow at a CAGR of 4.8% from 2025 to 2030. The market is driven by evolving consumer preferences toward premium and craft spirits, increasing demand for flavored and spiced rum variants, and the rising popularity of cocktail culture among younger demographics. The market is further supported by innovation in product offerings, such as organic and aged rums, and by expanding distribution through both traditional retail and e-commerce platforms. In addition, the resurgence of tiki bars and rum-centric festivals is revitalizing interest in rum as a versatile and experiential beverage choice.

The growth of the North America rum industry is being strongly influenced by shifting consumer preferences, particularly the rising demand for premium and craft spirits. Surveys conducted by the Distilled Spirits Council of the United States (DISCUS) indicate that over 50% of millennial and Gen Z drinkers prioritize authenticity, quality ingredients, and craftsmanship in their alcohol purchases. This has led to increased interest in aged and small-batch rums, with brands such as Mount Gay, Plantation, and Diplomático expanding their footprint through limited-edition releases and cask-finished expressions.

The rum market across the U.S., Canada, and Mexico is expanding due to rising consumer interest in premiumization, craft production, and culturally rooted expressions. In the U.S., surveys from the Distilled Spirits Council show a strong shift among millennials and Gen Z toward premium and authentic spirits, which has fueled demand for small-batch, aged, and artisanal rums. Canadian consumers echo this trend, with Spirits Canada reporting a notable increase in the purchase of premium rums over the past two years. Meanwhile, in Mexico, traditionally dominated by tequila and mezcal, younger drinkers are showing curiosity for rum, especially those tied to Afro-Caribbean traditions or made with local ingredients. Mexican craft rums such as Paranubes (an agricole-style rum made in Oaxaca) are gaining domestic popularity and international recognition, highlighting a growing domestic market for high-quality, terroir-driven rums.

New product innovation and flavor experimentation are energizing the market across all three countries. In the U.S., major brands like Captain Morgan and Bacardi have expanded their flavored portfolios with offerings such as Tropical Punch, Sliced Apple, and Coconut, designed for cocktail versatility and entry-level appeal. Canada has also seen local innovation with Chic Choc Spiced Rum, which uses boreal forest spices native to Quebec—a product that blends regional identity with the rising demand for unique spiced rums. In Mexico, larger producers like Ron Mocambo and Ron Prohibido continue to introduce aged and flavored variants, while cocktail bars in urban hubs like Mexico City are increasingly showcasing rum-based drinks, including riffs on classics like the daiquiri and the piña colada. This flavor-forward trend aligns with the broader rise of mixology culture across North America, where rum is being rediscovered not just as a casual mixer but as a versatile base for sophisticated cocktails.

Brands are also leveraging experiential marketing, direct-to-consumer platforms, and social responsibility to deepen consumer engagement across North America. In the U.S. and Canada, online platforms such as Drizly, ReserveBar, and Canada Craft Club have made premium and international rums more accessible, while subscription boxes are helping consumers explore the category at home. In Mexico, retail chains such as La Europea and events like the Congreso del Ron provide physical and cultural spaces for consumers to explore global rum varieties. At the same time, socially conscious brands like Equiano (which blends African and Caribbean rums and supports anti-slavery initiatives) and Ten To One (founded by a Trinidadian-American entrepreneur) are winning over North American consumers by combining high-quality production with purposeful brand storytelling. This intersection of culture, innovation, and access is what's driving continued growth in the rum market across North America.

North America 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 North America rum market report based on product, distribution channel, and country:

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

Dark and Golden Rum

White Rum

Flavored and Spiced Rum

Others

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

Off-trade

On-trade

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

U.S.

Canada

Mexico

Companies Mentioned

Bacardi Limited

Davide Campari-Milano N.V.

Demerara Distillers Ltd. (DDL)

Diageo Plc

LT Group Inc.

Nova Scotia Spirit Co.
Pernod Ricard SA
Dictador Europe Sp. z o.o.
William Grant & Sons Ltd.
Mohan Meakin Limited

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information channel Procurement
 - 1.3.1. Purchased Database
 - 1.3.2. GVR's Internal Database
 - 1.3.3. Secondary Sources & Third-Party Perspectives
 - 1.3.4. Primary Research
- 1.4. Information channel Analysis
 - 1.4.1. Data Analysis Models
- 1.5. Market Distribution Formulation & Data Visualization
- 1.6. Data Validation & Publishing

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Product Outlook
- 2.3. Distribution Channel Outlook
- 2.4. Product Outlook
- 2.5. Country Outlook
- 2.6. Competitive Landscape Outlook

CHAPTER 3. NORTH AMERICA RUM MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Introduction
 - 3.1.1. North America Rum Market Size & Growth Rate, 2018 - 2030 (USD Million)
- 3.2. Penetration & Growth Prospect Mapping
- 3.3. Industry Value Chain Analysis
 - 3.3.1. Vending Machine Operator's Analysis
 - 3.3.2. Profit Margin Analysis
- 3.4. Market Dynamics
 - 3.4.1. Market Driver Analysis
 - 3.4.2. Market Restraint Analysis
 - 3.4.3. Market Opportunities
 - 3.4.4. Market Challenges
- 3.5. Industry Analysis - Porter's Five Forces Analysis

3.6. Market Entry Strategies

CHAPTER 4. NORTH AMERICA RUM MARKET: CONSUMER BEHAVIOR ANALYSIS

- 4.1. Demographic Analysis
- 4.2. Consumer Trends & Preferences
- 4.3. Factors Influencing Buying Behavior
- 4.4. Consumer Product Adoption Trends
- 4.5. Key Observations & Findings

CHAPTER 5. NORTH AMERICA RUM MARKET: PRODUCT MODE ESTIMATES & TREND ANALYSIS

- 5.1. North America Rum Market: Product Outlook
- 5.2. Product Movement Analysis & Market Share, 2024 & 2030
- 5.3. Market Estimates & Forecasts, by Product, 2018 - 2030 (USD Million)
 - 5.3.1. Dark and Golden Rum
 - 5.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 5.3.2. White Rum
 - 5.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 5.3.3. Flavored and Spiced Rum
 - 5.3.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 5.3.4. Others
 - 5.3.4.1. Market estimates and forecast, 2018 - 2030 (USD Million)

CHAPTER 6. NORTH AMERICA RUM MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS

- 6.1. North America Rum Market, by Distribution Channel: Key Takeaways
- 6.2. Distribution Channel Movement Analysis & Market Share, 2024 & 2030
- 6.3. Market Estimates & Forecasts, by Location, 2018 - 2030 (USD Million)
 - 6.3.1. Off-Trade
 - 6.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 6.3.2. On-Trade
 - 6.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)

CHAPTER 7. NORTH AMERICA RUM MARKET: COUNTRY ESTIMATES & TREND ANALYSIS

- 7.1. North America Rum Market: Country Outlook
- 7.2. Country Movement Analysis & Market Share, 2024 & 2030
- 7.3. Market Estimates & Forecasts, by Country, 2018 - 2030 (USD Million)
 - 7.3.1. U.S.
 - 7.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 7.3.2. Canada
 - 7.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 7.3.3. Mexico
 - 7.3.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)

CHAPTER 8. COMPETITIVE ANALYSIS

- 8.1. Recent Developments & Impact Analysis by Key Market Participants
- 8.2. Company Categorization
- 8.3. Participant's Overview
- 8.4. Financial Performances
 - 8.4.1. Revenue
 - 8.4.2. COGS
 - 8.4.3. Gross Profit Margin (%)
 - 8.4.4. EBIT/EBITDA
 - 8.4.5. Regional Revenue Breakdown
 - 8.4.6. Business Segment Revenue Breakdown (as per annual report)
- 8.5. Product Benchmarking
- 8.6. Company Market Share Analysis, 2024 (%)
- 8.7. Company Heat Map Analysis
- 8.8. Strategy Mapping
- 8.9. Company Profiles
 - 8.9.1. Bacardi Limited
 - 8.9.1.1. Company Overview
 - 8.9.1.2. Financial Information
 - 8.9.1.3. Product Portfolios
 - 8.9.1.4. Strategic Initiatives
 - 8.9.2. Davide Campari-Milano N.V.
 - 8.9.2.1. Company Overview
 - 8.9.2.2. Financial information
 - 8.9.2.3. Product Portfolios
 - 8.9.2.4. Strategic Initiatives
 - 8.9.3. Demerara Distillers Ltd. (DDL)

- 8.9.3.1. Company Overview
- 8.9.3.2. Financial information
- 8.9.3.3. Product Portfolios
- 8.9.3.4. Strategic Initiatives
- 8.9.4. Diageo Plc
 - 8.9.4.1. Company Overview
 - 8.9.4.2. Financial information
 - 8.9.4.3. Product Portfolios
 - 8.9.4.4. Strategic Initiatives
- 8.9.5. LT Group Inc.
 - 8.9.5.1. Company Overview
 - 8.9.5.2. Financial information
 - 8.9.5.3. Product Portfolios
 - 8.9.5.4. Strategic Initiatives
- 8.9.6. Nova Scotia Spirit Co.
 - 8.9.6.1. Company Overview
 - 8.9.6.2. Financial information
 - 8.9.6.3. Product Portfolios
 - 8.9.6.4. Strategic Initiatives
- 8.9.7. Pernod Ricard SA
 - 8.9.7.1. Company Overview
 - 8.9.7.2. Financial information
 - 8.9.7.3. Product Portfolios
 - 8.9.7.4. Strategic Initiatives
- 8.9.8. Dictador Europe Sp. z o.o.
 - 8.9.8.1. Company Overview
 - 8.9.8.2. Financial information
 - 8.9.8.3. Product Portfolios
 - 8.9.8.4. Strategic Initiatives
- 8.9.9. William Grant & Sons Ltd.
 - 8.9.9.1. Company Overview
 - 8.9.9.2. Financial information
 - 8.9.9.3. Product Portfolios
 - 8.9.9.4. Strategic Initiatives
- 8.9.10. Mohan Meakin Limited
 - 8.9.10.1. Company Overview
 - 8.9.10.2. Financial information
 - 8.9.10.3. Product Portfolios
 - 8.9.10.4. Strategic Initiatives

List Of Tables

LIST OF TABLES

Table 1 North America rum market - Key market driver analysis

Table 2 North America rum market - Key market restraint analysis

Table 3 North America rum market estimates & forecast, by product (USD Million)

Table 4 North America rum market estimates & forecast, by distribution channel (USD Million)

Table 5 North America rum market estimates and forecast, 2018 - 2030 (USD Million)

Table 6 U.S. macro-economic outlay

Table 7 U.S. rum market estimates and forecast, 2018 - 2030 (USD Million)

Table 8 U.S. rum market revenue estimates and forecast by product, 2018 - 2030 (USD Million)

Table 9 U.S. rum market revenue estimates and forecast by distribution channel, 2018 - 2030 (USD Million)

Table 10 Canada macro-economic outlay

Table 11 Canada rum market estimates and forecast, 2018 - 2030 (USD Million)

Table 12 Canada rum market revenue estimates and forecast by product, 2018 - 2030 (USD Million)

Table 13 Canada rum market revenue estimates and forecast by distribution channel, 2018 - 2030 (USD Million)

Table 14 Mexico macro-economic outlay

Table 15 Mexico rum market estimates and forecast, 2018 - 2030 (USD Million)

Table 16 Mexico rum market revenue estimates and forecast by product, 2018 - 2030 (USD Million)

Table 17 Mexico rum market revenue estimates and forecast by distribution channel, 2018 - 2030 (USD Million)

Table 18 Recent developments & impact analysis by key market participants

Table 19 Company market share, 2024

Table 20 Company heat map analysis

Table 21 Companies undergoing key strategies

List Of Figures

LIST OF FIGURES

- Fig. 1 North America rum market segmentation
- Fig. 2 Information procurement
- Fig. 3 Primary research pattern
- Fig. 4 Primary research approaches
- Fig. 5 Primary research process
- Fig. 6 Market snapshot
- Fig. 7 Product snapshot
- Fig. 8 Distribution channel snapshot
- Fig. 9 Country snapshot
- Fig. 10 Competitive landscape snapshot
- Fig. 11 North America rum market size, 2018 to 2030 (USD Million)
- Fig. 12 North America rum market: Penetration & growth prospect mapping
- Fig. 13 North America rum market: Value chain analysis
- Fig. 14 North America rum market: Profit margin analysis
- Fig. 15 North America rum market: Market dynamics
- Fig. 16 North America rum market: Porter's five forces analysis
- Fig. 17 North America rum market, by product: Key Takeaways
- Fig. 18 North America rum market: Product movement analysis, 2024 & 2030 (%)
- Fig. 19 Dark and golden rum market estimates and forecast, 2018 - 2030 (USD Million)
- Fig. 20 White rum market estimates and forecast, 2018 - 2030 (USD Million)
- Fig. 21 Flavored and spiced rum market estimates and forecast, 2018 - 2030 (USD Million)
- Fig. 22 Other rum products market estimates and forecast, 2018 - 2030 (USD Million)
- Fig. 23 Rum market, by distribution channel: Key Takeaways
- Fig. 24 Rum market: Distribution Channel movement analysis, 2024 & 2030 (%)
- Fig. 25 Off-trade rum market estimates and forecast, 2018 - 2030 (USD Million)
- Fig. 26 On-trade rum estimates and forecast, 2018 - 2030 (USD Million)
- Fig. 27 Country marketplace: Key takeaways
- Fig. 28 U.S. rum market estimates and forecast, 2018 - 2030 (USD Million)
- Fig. 29 Canada rum market estimates and forecast, 2018 - 2030 (USD Million)
- Fig. 30 Mexico rum market estimates and forecast, 2018 - 2030 (USD Million)
- Fig. 31 Key company categorization
- Fig. 32 Company market share analysis, 2024
- Fig. 33 Strategic framework of rum market

I would like to order

Product name: North America 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 (U.S., Canada, Mexico), And Segment Forecasts, 2025 - 2030

Product link: <https://marketpublishers.com/r/N1F32040A018EN.html>

Price: US\$ 5,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/N1F32040A018EN.html>