

U.S. Rum Market Size, Share & Trends Analysis Report By Product (Dark & Golden Rum, White Rum, Flavored & Spiced Rum), By Distribution Channel (Off-Trade, On-Trade), And Segment Forecasts, 2025 - 2030

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Abstracts

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U.S. Rum Market Size & Trends

The U.S. rum market size was estimated at USD 2.91 billion in 2024 and is expected to grow at a CAGR of 4.9% from 2025 to 2030. The growth of the U.S. rum market is driven by rising consumer interest in premium and craft spirits, a resurgence of rum-based cocktails in bars and at home, and increased innovation from distillers offering aged, spiced, and flavored varieties. Younger consumers are exploring rum as a versatile alternative to whiskey and tequila while expanding distribution through e-commerce and specialty retailers has improved accessibility and visibility.

The growth of the U.S. rum market is being driven by a significant shift in consumer preferences toward premiumization and artisanal quality. Modern consumers, particularly in the 25-44 age group, are increasingly seeking high-quality, craft spirits with authentic narratives and distinctive production techniques. This trend has led to a surge in demand for aged, small-batch, and single-estate rums, similar to the trajectory previously seen in the whiskey and tequila categories. For example, brands such as Diplom?tico, Ron Zacapa, and Ten to One have successfully positioned themselves in the super-premium segment, attracting consumers with transparent sourcing, heritage branding, and sophisticated flavor profiles.

The resurgence of cocktail culture across urban markets has played a pivotal role in

boosting rum's relevance. Classic and tropical cocktails-such as the Mojito, Piña Colada, and Old Cuban-are regaining popularity in both upscale hospitality venues and at-home consumption settings. This trend is increasing demand for a wide range of rum styles, including white, spiced, and dark rums, with bartenders often favoring brands like Plantation or Mount Gay for their mixability and depth. The growing emphasis on curated experiences and elevated cocktail programs in bars and restaurants is repositioning rum as a versatile and essential component of contemporary mixology. According to the 2024 Cocktail Trends Report published by Bacardi, rum is considered an essential spirit for on-premise programs, as four of the ten best-selling cocktails identified in the report are rum-based drinks.

In addition, enhanced retail accessibility and product innovation are strengthening market penetration. The expansion of digital channels-including online liquor platforms and direct-to-consumer models-has enabled brands to reach niche audiences with targeted messaging and limited-edition offerings. Companies are also introducing flavored, cask-finished, and seasonal rums to capture consumer curiosity and drive repeat purchase behavior. For instance, Bacardi's launch of flavored rums and Malibu's brand extensions into ready-to-drink (RTD) formats have helped the category appeal to younger demographics while maintaining volume in a competitive spirits landscape.

For instance, in April 2024, Rolling Fork, an Indiana-based rum producer expanded its availability with a new online sales portal, bringing its rums to consumers in 38 U.S. states and Washington, D.C. with fulfillment provided by a network of retailer partners.

U.S. Rum Market Report Segmentation

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

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

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

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