

2018-2023 Global Tequila Consumption Market Report

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Abstracts

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In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Tequila market for 2018-2023.

Tequila is a regional specific name for 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 highlands (Los Altos) of the north western Mexican state of Jalisco. Although tequila is a kind of mezcal, modern tequila differs somewhat in the method of its production, in the use of only blue agave plants, as well as in its regional specificity. Tequila varieties are only allowed to use the term if they are manufactured in specific regions of Mexico.

Currently, Mexico is the only origin of tequila. Tequila is the most important type of wine in Mexico. Tequila is the symbol of Mexican national spirit, and Mexico is the second largest consumer countries of tequila.

The United States is the largest consumer of Tequila. In addition, the US demand for tequila is increasing year by year. Spain and Chinese demand for tequila is increasing at a high rate.

Tequila has very strict requirements for raw materials. A mature blue agave requires a minimum of eight years, which limits the total production of tequila.

Over the next five years, LPI(LP Information) projects that Tequila will register a 4.1% CAGR in terms of revenue, reach US\$ 5910 million by 2023, from US\$ 4660 million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Tequila market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

100% Tequila

Mixto Tequila

Segmentation by application:

Corporate Hospitality

Government Reception

Family Dinner

Other

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

Jose Cuervo

Sauza

Patrón

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

Dos Lunas Tequila

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

Research objectives

To study and analyze the global Tequila consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Tequila market by identifying its various subsegments.

Focuses on the key global Tequila manufacturers, to define, describe and

analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Tequila with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Tequila submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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