

# United States Rum Market Report 2016

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## Abstracts

### Notes:

Sales, means the sales volume of Rum

Revenue, means the sales value of Rum

This report studies sales (consumption) of Rum in United States market, focuses on the top players, with sales, price, revenue and market share for each player, covering

Bacardi

Havana Club

HSE Habitation Saint-Etienne

Captain Morgan

Pernod Ricard

Stroh Austria GmbH

Boomsma

Coruba

Mount Gay

Zacapa

## Angostura

Split by product types, with sales, revenue, price, market share and growth rate of each type, can be divided into

White Rum

Gold Rum

Dark Rum

Split by applications, this report focuses on sales, market share and growth rate of Rum in each application, can be divided into

Application 1

Application 2

Application 3

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