

# United States Spirits Market Report 2018

<https://marketpublishers.com/r/UB1770238F4EN.html>

Date: February 2018

Pages: 108

Price: US\$ 3,800.00 (Single User License)

ID: UB1770238F4EN

## Abstracts

In this report, the United States Spirits market is valued at USD XX million in 2017 and is expected to reach USD XX million by the end of 2025, growing at a CAGR of XX% between 2017 and 2025.

Geographically, this report splits the United States market into seven regions:

The West

Southwest

The Middle Atlantic

New England

The South

The Midwest

with sales (volume), revenue (value), market share and growth rate of Spirits in these regions, from 2013 to 2025 (forecast).

United States Spirits market competition by top manufacturers/players, with Spirits sales volume, price, revenue (Million USD) and market share for each manufacturer/player; the top players including

Diageo

Pernod Ricard

Brown Forman

Bacardi Limited

LVMH

Beam Suntory

William Grant & Sons

Remy Cointreau

The Edrington Group

Kweichow Moutai Group

Wuliangye

Yanghe Brewery

Daohuaxiang

Luzhou Laojiao

Jose Cuervo

Patron

On the basis of product, this report displays the production, revenue, price, market share and growth rate of each type, primarily split into

Tequila

Baijiu

Rum

Vodka

Whisky

Others

On the basis on the end users/applications, this report focuses on the status and outlook for major applications/end users, sales volume, market share and growth rate for each application, including

Household Application

Commercial Application

If you have any special requirements, please let us know and we will offer you the report as you want.

## Contents

### United States Spirits Market Report 2018

## 1 SPIRITS OVERVIEW

- 1.1 Product Overview and Scope of Spirits
- 1.2 Classification of Spirits by Product Category
  - 1.2.1 United States Spirits Market Size (Sales Volume) Comparison by Type (2013-2025)
  - 1.2.2 United States Spirits Market Size (Sales Volume) Market Share by Type (Product Category) in 2017
  - 1.2.3 Tequila
  - 1.2.4 Baijiu
  - 1.2.5 Rum
  - 1.2.6 Vodka
  - 1.2.7 Whisky
  - 1.2.8 Others
- 1.3 United States Spirits Market by Application/End Users
  - 1.3.1 United States Spirits Market Size (Consumption) and Market Share Comparison by Application (2013-2025)
  - 1.3.2 Household Application
  - 1.3.3 Commercial Application
- 1.4 United States Spirits Market by Region
  - 1.4.1 United States Spirits Market Size (Value) Comparison by Region (2013-2025)
  - 1.4.2 The West Spirits Status and Prospect (2013-2025)
  - 1.4.3 Southwest Spirits Status and Prospect (2013-2025)
  - 1.4.4 The Middle Atlantic Spirits Status and Prospect (2013-2025)
  - 1.4.5 New England Spirits Status and Prospect (2013-2025)
  - 1.4.6 The South Spirits Status and Prospect (2013-2025)
  - 1.4.7 The Midwest Spirits Status and Prospect (2013-2025)
- 1.5 United States Market Size (Value and Volume) of Spirits (2013-2025)
  - 1.5.1 United States Spirits Sales and Growth Rate (2013-2025)
  - 1.5.2 United States Spirits Revenue and Growth Rate (2013-2025)

## 2 UNITED STATES SPIRITS MARKET COMPETITION BY PLAYERS/SUPPLIERS

- 2.1 United States Spirits Sales and Market Share of Key Players/Suppliers (2013-2018)
- 2.2 United States Spirits Revenue and Share by Players/Suppliers (2013-2018)

- 2.3 United States Spirits Average Price by Players/Suppliers (2013-2018)
- 2.4 United States Spirits Market Competitive Situation and Trends
  - 2.4.1 United States Spirits Market Concentration Rate
  - 2.4.2 United States Spirits Market Share of Top 3 and Top 5 Players/Suppliers
  - 2.4.3 Mergers & Acquisitions, Expansion in United States Market
- 2.5 United States Players/Suppliers Spirits Manufacturing Base Distribution, Sales Area, Product Type

### **3 UNITED STATES SPIRITS SALES (VOLUME) AND REVENUE (VALUE) BY REGION (2013-2018)**

- 3.1 United States Spirits Sales and Market Share by Region (2013-2018)
- 3.2 United States Spirits Revenue and Market Share by Region (2013-2018)
- 3.3 United States Spirits Price by Region (2013-2018)

### **4 UNITED STATES SPIRITS SALES (VOLUME) AND REVENUE (VALUE) BY TYPE (PRODUCT CATEGORY) (2013-2018)**

- 4.1 United States Spirits Sales and Market Share by Type (Product Category) (2013-2018)
- 4.2 United States Spirits Revenue and Market Share by Type (2013-2018)
- 4.3 United States Spirits Price by Type (2013-2018)
- 4.4 United States Spirits Sales Growth Rate by Type (2013-2018)

### **5 UNITED STATES SPIRITS SALES (VOLUME) BY APPLICATION (2013-2018)**

- 5.1 United States Spirits Sales and Market Share by Application (2013-2018)
- 5.2 United States Spirits Sales Growth Rate by Application (2013-2018)
- 5.3 Market Drivers and Opportunities

### **6 UNITED STATES SPIRITS PLAYERS/SUPPLIERS PROFILES AND SALES DATA**

- 6.1 Diageo
  - 6.1.1 Company Basic Information, Manufacturing Base and Competitors
  - 6.1.2 Spirits Product Category, Application and Specification
    - 6.1.2.1 Product A
    - 6.1.2.2 Product B
  - 6.1.3 Diageo Spirits Sales, Revenue, Price and Gross Margin (2013-2018)
  - 6.1.4 Main Business/Business Overview

## 6.2 Pernod Ricard

### 6.2.2 Spirits Product Category, Application and Specification

#### 6.2.2.1 Product A

#### 6.2.2.2 Product B

### 6.2.3 Pernod Ricard Spirits Sales, Revenue, Price and Gross Margin (2013-2018)

### 6.2.4 Main Business/Business Overview

## 6.3 Brown Forman

### 6.3.2 Spirits Product Category, Application and Specification

#### 6.3.2.1 Product A

#### 6.3.2.2 Product B

### 6.3.3 Brown Forman Spirits Sales, Revenue, Price and Gross Margin (2013-2018)

### 6.3.4 Main Business/Business Overview

## 6.4 Bacardi Limited

### 6.4.2 Spirits Product Category, Application and Specification

#### 6.4.2.1 Product A

#### 6.4.2.2 Product B

### 6.4.3 Bacardi Limited Spirits Sales, Revenue, Price and Gross Margin (2013-2018)

### 6.4.4 Main Business/Business Overview

## 6.5 LVMH

### 6.5.2 Spirits Product Category, Application and Specification

#### 6.5.2.1 Product A

#### 6.5.2.2 Product B

### 6.5.3 LVMH Spirits Sales, Revenue, Price and Gross Margin (2013-2018)

### 6.5.4 Main Business/Business Overview

## 6.6 Beam Suntory

### 6.6.2 Spirits Product Category, Application and Specification

#### 6.6.2.1 Product A

#### 6.6.2.2 Product B

### 6.6.3 Beam Suntory Spirits Sales, Revenue, Price and Gross Margin (2013-2018)

### 6.6.4 Main Business/Business Overview

## 6.7 William Grant & Sons

### 6.7.2 Spirits Product Category, Application and Specification

#### 6.7.2.1 Product A

#### 6.7.2.2 Product B

### 6.7.3 William Grant & Sons Spirits Sales, Revenue, Price and Gross Margin (2013-2018)

### 6.7.4 Main Business/Business Overview

## 6.8 Remy Cointreau

### 6.8.2 Spirits Product Category, Application and Specification

- 6.8.2.1 Product A
- 6.8.2.2 Product B
- 6.8.3 Remy Cointreau Spirits Sales, Revenue, Price and Gross Margin (2013-2018)
- 6.8.4 Main Business/Business Overview
- 6.9 The Edrington Group
  - 6.9.2 Spirits Product Category, Application and Specification
    - 6.9.2.1 Product A
    - 6.9.2.2 Product B
  - 6.9.3 The Edrington Group Spirits Sales, Revenue, Price and Gross Margin (2013-2018)
  - 6.9.4 Main Business/Business Overview
- 6.10 Kweichow Moutai Group
  - 6.10.2 Spirits Product Category, Application and Specification
    - 6.10.2.1 Product A
    - 6.10.2.2 Product B
  - 6.10.3 Kweichow Moutai Group Spirits Sales, Revenue, Price and Gross Margin (2013-2018)
  - 6.10.4 Main Business/Business Overview
- 6.11 Wuliangye
- 6.12 Yanghe Brewery
- 6.13 Daohuaxiang
- 6.14 Luzhou Laojiao
- 6.15 Jose Cuervo
- 6.16 Patron

## **7 SPIRITS MANUFACTURING COST ANALYSIS**

- 7.1 Spirits Key Raw Materials Analysis
  - 7.1.1 Key Raw Materials
  - 7.1.2 Price Trend of Key Raw Materials
  - 7.1.3 Key Suppliers of Raw Materials
  - 7.1.4 Market Concentration Rate of Raw Materials
- 7.2 Proportion of Manufacturing Cost Structure
  - 7.2.1 Raw Materials
  - 7.2.2 Labor Cost
  - 7.2.3 Manufacturing Expenses
- 7.3 Manufacturing Process Analysis of Spirits

## **8 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS**

- 8.1 Spirits Industrial Chain Analysis
- 8.2 Upstream Raw Materials Sourcing
- 8.3 Raw Materials Sources of Spirits Major Manufacturers in 2017
- 8.4 Downstream Buyers

## **9 MARKETING STRATEGY ANALYSIS, DISTRIBUTORS/TRADERS**

- 9.1 Marketing Channel
  - 9.1.1 Direct Marketing
  - 9.1.2 Indirect Marketing
  - 9.1.3 Marketing Channel Development Trend
- 9.2 Market Positioning
  - 9.2.1 Pricing Strategy
  - 9.2.2 Brand Strategy
  - 9.2.3 Target Client
- 9.3 Distributors/Traders List

## **10 MARKET EFFECT FACTORS ANALYSIS**

- 10.1 Technology Progress/Risk
  - 10.1.1 Substitutes Threat
  - 10.1.2 Technology Progress in Related Industry
- 10.2 Consumer Needs/Customer Preference Change
- 10.3 Economic/Political Environmental Change

## **11 UNITED STATES SPIRITS MARKET SIZE (VALUE AND VOLUME) FORECAST (2018-2025)**

- 11.1 United States Spirits Sales Volume, Revenue Forecast (2018-2025)
- 11.2 United States Spirits Sales Volume Forecast by Type (2018-2025)
- 11.3 United States Spirits Sales Volume Forecast by Application (2018-2025)
- 11.4 United States Spirits Sales Volume Forecast by Region (2018-2025)

## **12 RESEARCH FINDINGS AND CONCLUSION**

## **13 APPENDIX**

- 13.1 Methodology/Research Approach



- 13.1.1 Research Programs/Design
- 13.1.2 Market Size Estimation
- 13.1.3 Market Breakdown and Data Triangulation
- 13.2 Data Source
  - 13.2.1 Secondary Sources
  - 13.2.2 Primary Sources
- 13.3 Disclaimer

The report requires updating with new data and is sent in 2-3 business days after order is placed.

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Product Picture of Spirits

Figure United States Spirits Market Size (K MT) by Type (2013-2025)

Figure United States Spirits Sales Volume Market Share by Type (Product Category) in 2017

Figure Tequila Product Picture

Figure Baijiu Product Picture

Figure Rum Product Picture

Figure Vodka Product Picture

Figure Whisky Product Picture

Figure Others Product Picture

Figure United States Spirits Market Size (K MT) by Application (2013-2025)

Figure United States Sales Market Share of Spirits by Application in 2017

Figure Household Application Examples

Table Key Downstream Customer in Household Application

Figure Commercial Application Examples

Table Key Downstream Customer in Commercial Application

Figure United States Spirits Market Size (Million USD) by Region (2013-2025)

Figure The West Spirits Revenue (Million USD) and Growth Rate (2013-2025)

Figure Southwest Spirits Revenue (Million USD) and Growth Rate (2013-2025)

Figure The Middle Atlantic Spirits Revenue (Million USD) and Growth Rate (2013-2025)

Figure New England Spirits Revenue (Million USD) and Growth Rate (2013-2025)

Figure The South of US Spirits Revenue (Million USD) and Growth Rate (2013-2025)

Figure The Midwest Spirits Revenue (Million USD) and Growth Rate (2013-2025)

Figure United States Spirits Sales (K MT) and Growth Rate (2013-2025)

Figure United States Spirits Revenue (Million USD) and Growth Rate (2013-2025)

Figure United States Spirits Market Major Players Product Sales Volume (K MT) (2013-2018)

Table United States Spirits Sales (K MT) of Key Players/Suppliers (2013-2018)

Table United States Spirits Sales Share by Players/Suppliers (2013-2018)

Figure 2017 United States Spirits Sales Share by Players/Suppliers

Figure 2017 United States Spirits Sales Share by Players/Suppliers

Figure United States Spirits Market Major Players Product Revenue (Million USD) (2013-2018)

Table United States Spirits Revenue (Million USD) by Players/Suppliers (2013-2018)

Table United States Spirits Revenue Share by Players/Suppliers (2013-2018)

Figure 2017 United States Spirits Revenue Share by Players/Suppliers

Figure 2017 United States Spirits Revenue Share by Players/Suppliers

Table United States Market Spirits Average Price (USD/MT) of Key Players/Suppliers  
(2013-2018)

Figure United States Market Spirits Average Price (USD/MT) of Key Players/Suppliers  
in 2017

Figure United States Spirits Market Share of Top 3 Players/Suppliers

Figure United States Spirits Market Share of Top 5 Players/Suppliers

Table United States Players/Suppliers Spirits Manufacturing Base Distribution and  
Sales Area

Table United States Players/Suppliers Spirits Product Category

Table United States Spirits Sales (K MT) by Region (2013-2018)

Table United States Spirits Sales Share by Region (2013-2018)

Figure United States Spirits Sales Share by Region (2013-2018)

Figure United States Spirits Sales Market Share by Region in 2017

Table United States Spirits Revenue (Million USD) and Market Share by Region  
(2013-2018)

Table United States Spirits Revenue Share by Region (2013-2018)

Figure United States Spirits Revenue Market Share by Region (2013-2018)

Figure United States Spirits Revenue Market Share by Region in 2017

Table United States Spirits Price (USD/MT) by Region (2013-2018)

Table United States Spirits Sales (K MT) by Type (2013-2018)

Table United States Spirits Sales Share by Type (2013-2018)

Figure United States Spirits Sales Share by Type (2013-2018)

Figure United States Spirits Sales Market Share by Type in 2017

Table United States Spirits Revenue (Million USD) and Market Share by Type  
(2013-2018)

Table United States Spirits Revenue Share by Type (2013-2018)

Figure Revenue Market Share of Spirits by Type (2013-2018)

Figure Revenue Market Share of Spirits by Type in 2017

Table United States Spirits Price (USD/MT) by Types (2013-2018)

Figure United States Spirits Sales Growth Rate by Type (2013-2018)

Table United States Spirits Sales (K MT) by Application (2013-2018)

Table United States Spirits Sales Market Share by Application (2013-2018)

Figure United States Spirits Sales Market Share by Application (2013-2018)

Figure United States Spirits Sales Market Share by Application in 2017

Table United States Spirits Sales Growth Rate by Application (2013-2018)

Figure United States Spirits Sales Growth Rate by Application (2013-2018)

Table Diageo Basic Information List

Table Diageo Spirits Sales (K MT), Revenue (Million USD), Price (USD/MT) and Gross Margin (2013-2018)

Figure Diageo Spirits Sales Growth Rate (2013-2018)

Figure Diageo Spirits Sales Market Share in United States (2013-2018)

Figure Diageo Spirits Revenue Market Share in United States (2013-2018)

Table Pernod Ricard Basic Information List

Table Pernod Ricard Spirits Sales (K MT), Revenue (Million USD), Price (USD/MT) and Gross Margin (2013-2018)

Figure Pernod Ricard Spirits Sales Growth Rate (2013-2018)

Figure Pernod Ricard Spirits Sales Market Share in United States (2013-2018)

Figure Pernod Ricard Spirits Revenue Market Share in United States (2013-2018)

Table Brown Forman Basic Information List

Table Brown Forman Spirits Sales (K MT), Revenue (Million USD), Price (USD/MT) and Gross Margin (2013-2018)

Figure Brown Forman Spirits Sales Growth Rate (2013-2018)

Figure Brown Forman Spirits Sales Market Share in United States (2013-2018)

Figure Brown Forman Spirits Revenue Market Share in United States (2013-2018)

Table Bacardi Limited Basic Information List

Table Bacardi Limited Spirits Sales (K MT), Revenue (Million USD), Price (USD/MT) and Gross Margin (2013-2018)

Figure Bacardi Limited Spirits Sales Growth Rate (2013-2018)

Figure Bacardi Limited Spirits Sales Market Share in United States (2013-2018)

Figure Bacardi Limited Spirits Revenue Market Share in United States (2013-2018)

Table LVMH Basic Information List

Table LVMH Spirits Sales (K MT), Revenue (Million USD), Price (USD/MT) and Gross Margin (2013-2018)

Figure LVMH Spirits Sales Growth Rate (2013-2018)

Figure LVMH Spirits Sales Market Share in United States (2013-2018)

Figure LVMH Spirits Revenue Market Share in United States (2013-2018)

Table Beam Suntory Basic Information List

Table Beam Suntory Spirits Sales (K MT), Revenue (Million USD), Price (USD/MT) and Gross Margin (2013-2018)

Figure Beam Suntory Spirits Sales Growth Rate (2013-2018)

Figure Beam Suntory Spirits Sales Market Share in United States (2013-2018)

Figure Beam Suntory Spirits Revenue Market Share in United States (2013-2018)

Table William Grant & Sons Basic Information List

Table William Grant & Sons Spirits Sales (K MT), Revenue (Million USD), Price (USD/MT) and Gross Margin (2013-2018)

Figure William Grant & Sons Spirits Sales Growth Rate (2013-2018)

Figure William Grant & Sons Spirits Sales Market Share in United States (2013-2018)

Figure William Grant & Sons Spirits Revenue Market Share in United States (2013-2018)

Table Remy Cointreau Basic Information List

Table Remy Cointreau Spirits Sales (K MT), Revenue (Million USD), Price (USD/MT) and Gross Margin (2013-2018)

Figure Remy Cointreau Spirits Sales Growth Rate (2013-2018)

Figure Remy Cointreau Spirits Sales Market Share in United States (2013-2018)

Figure Remy Cointreau Spirits Revenue Market Share in United States (2013-2018)

Table The Edrington Group Basic Information List

Table The Edrington Group Spirits Sales (K MT), Revenue (Million USD), Price (USD/MT) and Gross Margin (2013-2018)

Figure The Edrington Group Spirits Sales Growth Rate (2013-2018)

Figure The Edrington Group Spirits Sales Market Share in United States (2013-2018)

Figure The Edrington Group Spirits Revenue Market Share in United States (2013-2018)

Table Kweichow Moutai Group Basic Information List

Table Kweichow Moutai Group Spirits Sales (K MT), Revenue (Million USD), Price (USD/MT) and Gross Margin (2013-2018)

Figure Kweichow Moutai Group Spirits Sales Growth Rate (2013-2018)

Figure Kweichow Moutai Group Spirits Sales Market Share in United States (2013-2018)

Figure Kweichow Moutai Group Spirits Revenue Market Share in United States (2013-2018)

Table Wuliangye Basic Information List

Table Yanghe Brewery Basic Information List

Table Daohuaxiang Basic Information List

Table Luzhou Laojiao Basic Information List

Table Jose Cuervo Basic Information List

Table Patron Basic Information List

Table Production Base and Market Concentration Rate of Raw Material

Figure Price Trend of Key Raw Materials

Table Key Suppliers of Raw Materials

Figure Manufacturing Cost Structure of Spirits

Figure Manufacturing Process Analysis of Spirits

Figure Spirits Industrial Chain Analysis

Table Raw Materials Sources of Spirits Major Players/Suppliers in 2017

Table Major Buyers of Spirits

Table Distributors/Traders List

Figure United States Spirits Sales Volume (K MT) and Growth Rate Forecast (2018-2025)

Figure United States Spirits Revenue (Million USD) and Growth Rate Forecast (2018-2025)

Figure United States Spirits Price (USD/MT) Trend Forecast (2018-2025)

Table United States Spirits Sales Volume (K MT) Forecast by Type (2018-2025)

Figure United States Spirits Sales Volume (K MT) Forecast by Type (2018-2025)

Figure United States Spirits Sales Volume (K MT) Forecast by Type in 2025

Table United States Spirits Sales Volume (K MT) Forecast by Application (2018-2025)

Figure United States Spirits Sales Volume (K MT) Forecast by Application (2018-2025)

Figure United States Spirits Sales Volume (K MT) Forecast by Application in 2025

Table United States Spirits Sales Volume (K MT) Forecast by Region (2018-2025)

Table United States Spirits Sales Volume Share Forecast by Region (2018-2025)

Figure United States Spirits Sales Volume Share Forecast by Region (2018-2025)

Figure United States Spirits Sales Volume Share Forecast by Region in 2025

Table Research Programs/Design for This Report

Figure Bottom-up and Top-down Approaches for This Report

Figure Data Triangulation

Table Key Data Information from Secondary Sources

Table Key Data Information from Primary Sources

## I would like to order

Product name: United States Spirits Market Report 2018

Product link: <https://marketpublishers.com/r/UB1770238F4EN.html>

Price: US\$ 3,800.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/UB1770238F4EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970