

# **Bourbon Market Forecasts to 2030 – Global Analysis By Type (Barrel Finished, Barrel Select, Wheated, Rye and Other Types), Flavor, Age, Consumption Frequency, Distribution Channel, Application and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Bourbon Market is accounted for \$9.5 billion in 2024 and is expected to reach \$15.94 billion by 2030 growing at a CAGR of 9% during the forecast period. American whisky known as 'bourbon' is matured in brand-new, charred oak barrels and is mostly composed of at least 51% maize. Its flavour is full-bodied, sweet, and rich, with hints of oak, vanilla, and caramel. Bourbon, which comes from Kentucky, must to be distilled in the United States and adhere to stringent guidelines, including as barreling at a maximum proof of 125 and a maximum distillation proof of 160. It cannot have colouring or additives. Bourbon has a rich cultural history, is a mainstay of American whisky production, and is still a preferred option all over the world.

Market Dynamics:

Driver:

Rising consumer demand for premium spirits

Premium Bourbon brands are becoming more popular as consumers want for premium, handcrafted spirits with distinctive flavours and lengthy histories. Millennials and wealthy consumers in particular are increasing their disposable incomes, which is driving up demand for premium Bourbon. In response, distillers are introducing aged, small-batch, and limited-edition products to satisfy consumers' increasing need for exclusivity.

Furthermore, the growth of Bourbon-related activities like tours and tastings enhances customer interaction with the brand. All things considered, the premium Bourbon market is expanding and innovating due to this shift in consumer demand.

#### Restraint:

##### High production costs & aging process

Production costs are further increased by the requirement for specialised machinery and trained labour. Furthermore, the ageing process itself might take years, which lowers turnover and delays product availability. This extended waiting time restricts supply and raises distilleries' operating expenses. These financial limitations may make it difficult for smaller enterprises to compete with larger businesses. Because of this, the bourbon industry has trouble keeping prices low without sacrificing quality.

#### Opportunity:

##### Sustainable & organic bourbon production

An increasing number of environmentally conscious consumers are drawn to producers that emphasise organic components and eco-friendly production methods. In addition to improving company reputation, this emphasis on sustainability draws in eco-aware customers who are prepared to spend more. By improving soil health, organic farming practices lessen the production's environmental impact. Additionally, by supporting small-scale, ethical farming and obtaining non-GMO grains, the movement helps local farmers. These methods provide distilleries a competitive edge in the rapidly growing market for organic spirits.

#### Threat:

##### Climate change impact on raw materials

Droughts and floods are examples of extreme weather occurrences that can lower agricultural yields, which makes these materials more rare. The consistency and quality of the grains needed to make bourbon are impacted by rising temperatures and erratic weather patterns. Furthermore, as distillation procedures require a lot of water, they may be hampered by water shortages. Climate change-related increases in raw material prices may result in greater production costs for bourbon producers. In the end, this strains supply networks and costs, which can lower the amount of bourbon

available on the market overall.

### Covid-19 Impact

The COVID-19 pandemic significantly impacted the bourbon market, disrupting supply chains, delaying production, and limiting on-premise sales due to lockdowns. While bars and restaurants faced closures, at-home consumption surged, driving retail and e-commerce sales. Craft distilleries struggled with decreased tourism and tasting room visits, while major brands adapted through digital marketing and direct-to-consumer channels. Supply chain issues, including glass and ingredient shortages, further affected growth. However, post-pandemic recovery saw rising demand, premiumization trends, and expanding global interest in bourbon.

The smokey segment is expected to be the largest during the forecast period

The smokey segment is expected to account for the largest market share during the forecast period, due to its unique flavor profile, which appeals to consumers seeking complex and distinctive taste experiences. Smoky bourbons, often made with peat or special wood finishes, attract enthusiasts who appreciate the depth and intensity it adds to the spirit. This segment has expanded the traditional bourbon audience, attracting drinkers who previously preferred scotch or other smoky whiskies. Increased consumer interest in premium and craft products has also boosted the demand for smoky variants. As a result, distilleries are investing more in experimenting with smoky profiles to meet this rising demand and carve out niche markets.

The cooking segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the cooking segment is predicted to witness the highest growth rate by enhancing its appeal as an ingredient in various culinary applications. Bourbon is increasingly used in savory dishes, desserts, and sauces, expanding its role beyond traditional sipping. Celebrity chefs and food influencers have embraced Bourbon, often incorporating it into innovative recipes, which drives consumer interest. This culinary integration encourages people to experiment with Bourbon in their kitchens, boosting sales. As a result, demand for Bourbon, especially premium varieties, has grown, reinforcing its position in both the beverage and food industries.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest

market share, driven by increasing consumer interest in premium and craft spirits. Bourbon, primarily produced in the U.S., particularly in Kentucky, has gained global recognition for its unique production process. The demand for flavored and aged bourbons has surged, with millennials and younger consumers becoming key contributors. Additionally, bourbon's presence in cocktails and bars has expanded, further fuelling market growth. The rise of e-commerce platforms and direct-to-consumer sales has also bolstered the market, enabling wider access to various bourbon brands.

#### Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, driven by growing appreciation for whiskey. Countries like Japan, China, and India are key markets, with consumers increasingly embracing whiskey and bourbon as part of their evolving drinking culture. This trend is supported by an expanding middle class, higher disposable incomes, and the popularity of Western-style bars and lounges. Major bourbon brands are capitalizing on this demand by expanding distribution networks, launching localized products, and investing in marketing strategies tailored to regional preferences.

#### Key players in the market

Some of the key players profiled in the Bourbon Market include Jim Beam, Old Forester, Buffalo Trace, Maker's Mark, Woodford Reserve, Knob Creek, Wild Turkey 101, Bulleit Bourbon, Elijah Craig, Jefferson's Reserve, Woodinville Bourbon Whiskey, Pinhook Bourbon, Baby Jane, Johnny Fever, E.H. Taylor Small Batch Bourbon and Pappy Van Winkle's Family Reserve.

#### Key Developments:

In June 2024, Jim Beam announced a multi-year partnership with the U.S. Soccer Federation, becoming the exclusive spirit sponsor. This collaboration includes a year-round presence at select U.S. Women's and Men's National Team matches, featuring on-field activations and fan events. The partnership aims to unite fans over a shared love of bourbon and soccer, with plans for celebratory events at various matches across the country.

In February 2024, Maker's Mark partnered with the nonprofit organization Vital Voices and artist Gayle Kabaker to create a limited-edition label in honor of Women's History

Month. Consumers were invited to personalize these labels with the names of influential women in their lives, highlighting the brand's commitment to empowering women and supporting meaningful causes.

In July 2023, Old Forester introduced the '117 Series: Bottled in Bond,' adhering to the 1897 Bottled in Bond Act. This bourbon was distilled during the late Spring of 2014, aged for at least four years, and bottled at 100 proof. It became available at the Old Forester Distilling Co. retail shop and select Kentucky stores.

#### Types Covered:

Barrel Finished

Barrel Select

Wheated

Rye

Other Types

#### Flavors Covered:

Sweet

Smokey

Spicy

Woodsy

Floral

Fruity

Other Flavors

Ages Covered:

Under 25

25-34

35-44

45-54

55-64

65 and over

Consumption Frequencies Covered:

Never

Less than once a month

Monthly

Weekly

Daily

Distribution Channels Covered:

On-premise

Off-premise

Applications Covered:

General Health & Wellness

Immune System Support

Skin, Hair, & Nail Health

Weight Management

Other Applications

#### Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2022, 2023, 2024, 2026, and 2030
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

#### Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

##### Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

##### Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

##### Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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