

# Mezcal Market Forecasts to 2032 – Global Analysis By Product (Joven, Reposado and Añejo), Agave Type, Flavor, Concentration, Price Range, Packaging Type, End User and By Geography

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## Abstracts

According to Statistics MRC, the Global Mezcal Market is accounted for \$1265.31 million in 2025 and is expected to reach \$2940.09 million by 2032 growing at a CAGR of 12.8% during the forecast period. A traditional Mexican distilled alcoholic beverage, mezcal is made from the 'pina,' or heart, of the agave plant. Since mezcal can be prepared from a variety of agave species, it offers a greater variety of flavours than tequila, which is only made from blue agave. The agave is roasted in earthen pits during manufacture, giving it a unique smokey flavour. Mexican culture places a strong emphasis on mezcal, which is frequently made by hand in small quantities utilising traditional techniques. It is usually consumed straight and has become well-known throughout the world for its distinctive character and handcrafted quality.

Market Dynamics:

Driver:

Rising global popularity of craft spirits

Mezcal is a fantastic fit for the growing demand from consumers for artisanal, small-batch, and authentic alcoholic beverages. Its unique production process and rich cultural heritage appeal to those valuing tradition and quality. Premiumization trends have also led to higher consumer willingness to spend on niche spirits like Mezcal. The growth of cocktail culture worldwide has further increased its visibility and usage in bars and restaurants. As a result, global demand for Mezcal continues to rise, expanding its

footprint beyond Mexico.

Restraint:

High production costs

Agaves are traditionally produced using time-consuming and labour-intensive techniques including roasting them in earthen pits and distilling them in small quantities. Due to limited supply and growing demand, raw materials—particularly mature agave plants—have become more expensive. Many small-scale producers find it difficult to develop their businesses or purchase sophisticated equipment. The cost is further increased by certification and regulatory compliance requirements. These high costs ultimately lead to higher retail prices, limiting mezcal's accessibility and competitiveness in the global spirits market.

Opportunity:

Tourism and experiential marketing

Travellers to areas that produce mezcal frequently take part in traditional festivals, distillery visits, and tastings to further their understanding of the spirit. These practical encounters foster emotional bonds that encourage word-of-mouth advertising and company loyalty. Brands may also highlight the distinctiveness of mezcal by showcasing the artisanal methods used in its manufacturing through experiential marketing. Travellers use social media to share their experiences, which makes them more visible worldwide. Together, tourism and experiential strategies transform casual interest into long-term consumer engagement and market growth.

Threat:

Competition from tequila and other spirits

Tequila frequently outperforms mezcal in terms of customer preference and brand awareness due to its greater global recognition and marketing. Many consumers prefer the smoother taste of tequila since they are not familiar with the characteristic smoky flavour of mezcal. Major tequila producers' aggressive marketing initiatives also take shelf space and consumer attention away from mezcal. Additionally, consumers on a tight budget may be drawn to mass-produced spirits like vodka and rum because to their lower price points, which would reduce the attraction of mezcal. This severe rivalry

hinders mezcal's expansion, especially in overseas markets.

### Covid-19 Impact

The COVID-19 pandemic initially disrupted the mezcal market due to lockdowns, supply chain interruptions, and the closure of bars and restaurants, leading to a decline in sales. Small-scale producers faced significant challenges in maintaining production and distribution. However, as restrictions eased and consumer behaviors shifted, there was a notable increase in at-home consumption and online sales of mezcal. The growing interest in artisanal and premium spirits further fueled the market's recovery, positioning mezcal for continued growth in the post-pandemic era.

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

The fruity segment is expected to account for the largest market share during the forecast period by appealing to a broader consumer base, especially younger and experimental drinkers. Mezcal's adaptability is enhanced by fruity flavours, which make it appropriate for mixology trends and cocktails. These flavours draw in new customers by masking the potent, smokey flavour of traditional mezcal. Innovation in fruit-infused variants has expanded product offerings, encouraging repeat purchases. All things considered, the fruity segment increases market demand by improving the consumer experience and diversifying flavours.

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

Over the forecast period, the individual consumers segment is predicted to witness the highest growth rate, due to growing interest in craft and artisanal spirits. Consumers are increasingly seeking unique, authentic experiences, making Mezcal appealing due to its traditional production and diverse flavor profiles. Rising disposable incomes and premiumization trends have led individuals to explore higher-end alcoholic beverages like Mezcal. Health-conscious consumers are also drawn to its organic and natural image compared to mass-produced spirits. Social media and influencer marketing further amplify awareness and curiosity among younger demographics, fueling market growth.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market

share due to rising interest in unique and premium alcoholic beverages. As global awareness of Mezcal rises, Asian markets, particularly in Japan, South Korea, and China, are embracing the unique taste and cultural heritage of this Mexican spirit. The trend is fueled by a rising demand for diverse alcoholic beverages, craft cocktails, and the growing popularity of Mexican cuisine. Additionally, Mezcal's reputation as a high-quality, artisanal product further enhances its appeal in the region's evolving spirits market.

#### Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to rising consumer interest in artisanal and premium spirits. Known for its smoky flavor and traditional production methods, mezcal is gaining popularity among millennials and cocktail enthusiasts seeking unique taste experiences. The U.S. is the largest market in the region, fueled by expanding distribution channels, mixology trends, and growing awareness of agave-based spirits. Craft producers and celebrity endorsements are further elevating mezcal's profile, making it a dynamic segment within the broader alcoholic beverages industry in North America.

#### Key players in the market

Some of the key players profiled in the Mezcal Market include Pernod Ricard, Diageo plc, Bacardi Limited, Constellation Brands, Inc., Mezcal Amores, Rey Campero, El Silencio Holdings, Inc., William Grant & Sons Ltd., Casa Lumbre, Mezcal Vago, Sombra Mezcal, Real Minero, Pierde Almas, Mezcales de Leyenda and Los Danzantes.

#### Key Developments:

In October 2024, Pernod Ricard India commenced the construction of Asia's largest malt distillery and maturation facility in Butibori, Nagpur, Maharashtra. This project, backed by a Memorandum of Understanding with the Government of Maharashtra, represents a significant investment in India's spirits industry.

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In December 2023, Pernod Ricard India introduced Longitude77, its first Indian single

malt whisky. Produced in Dindori, Maharashtra, this launch underscores the company's commitment to innovation and premiumization in the Indian market.

#### Products Covered:

Joven

Reposado

Anejo

#### Agave Types Covered:

Espadin

Tobala

Arroqueno

Tepeztate

Cuishe

Other Agave Types

#### Flavors Covered:

Smoky

Fruity

Herbal

Spicy

Neutral

**Concentrations Covered:**

Below 40%

40% #- #45%

Above 45%

**Price Ranges Covered:**

Premium

Medium

Economy

**Packaging Types Covered:**

Glass Bottles

Cans

Other Packaging Types

**End Users Covered:**

Commercial

Individual Consumers

Retailers

Event Management Companies

Duty-Free Shops

Online Platforms

Other End Users

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 2024, 2025, 2026, 2028, and 2032
- 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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