

Craft Rum Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Spiced Rum, Coconut Rum, White Rum, Coffee Rum, Cranberry Rum, and Others (Vanilla Rum, Orange Rum)), By Price Range (Low, Medium, and High), By Distribution Channel (On Trade Vs. Off Trade), By Region & Competition, 2021-2031F

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Abstracts

The Global Craft Rum Market is projected to expand from USD 1.42 Billion in 2025 to USD 2.01 Billion by 2031, growing at a CAGR of 5.96%. Craft rum is characterized as a premium spirit produced by independently owned distilleries that emphasize transparency, small-batch fermentation, and traditional maturation techniques, avoiding excessive additives or industrial rectification. This market expansion is primarily fueled by rising consumer demand for authenticity and provenance, which encourages enthusiasts to choose artisanal products over commercial alternatives. Furthermore, the global shift toward conscious consumption is prompting retailers to broaden their inventories with high-value spirits, thereby increasing access to niche brands and supporting the financial stability of smaller producers.

However, the industry faces a significant hurdle due to inconsistent international regulatory standards regarding age statements and production methods, which can result in consumer confusion and unfair competition from misleadingly labeled products. This lack of uniformity hinders brand education initiatives and makes it difficult for genuine craft producers to defend premium price points against lower-cost competitors. According to the Distilled Spirits Council of the United States, the rum category generated \$2.2 billion in revenue in the United States in 2024, highlighting the sector's substantial economic footprint despite these ongoing challenges.

Market Driver

The expansion of global cocktail culture and home mixology trends acts as a primary catalyst for market growth, fundamentally changing consumption habits. Consumers are increasingly prioritizing convenience without sacrificing quality, leading to a substantial rise in ready-to-drink (RTD) formats and premium mixers utilizing craft rum bases. This transition enables brands to reach new demographics that prefer complex flavor combinations over traditional neat consumption, effectively widening the spirit's appeal beyond connoisseur circles. According to the Distilled Spirits Council of the United States' 'Annual Economic Briefing' in February 2025, revenue for premixed cocktails, including spirits-based RTDs, rose by 16.5% to \$3.3 billion in 2024, significantly outperforming other traditional spirits categories.

Simultaneously, innovation in exotic flavor profiles and botanical infusions is revitalizing the sector by catering to modern palates that seek complexity and natural ingredients. Distillers are moving beyond standard vanilla and spice notes to experiment with savory, herbaceous, and indigenous botanicals, creating a distinct sub-category of craft spirits for adventurous drinkers. The Moodie Davitt Report from January 2025, analyzing the 'Bacardi Cocktail Trends Report', indicated that consumer interest in savory and herbaceous flavors grew by 20% and 15% respectively over the past year, showing a strong appetite for experimental profiles. This demand for authentic production remains strong even amidst supply chain issues; according to Campari Group's March 2025 'Annual Report for the year ended 31 December 2024', sales in Jamaica grew by 1% despite severe supply shortages due to adverse weather.

Market Challenge

The inconsistent international regulatory standards concerning age statements and production techniques present a major barrier to the growth of the global craft rum market. The absence of a unified framework allows some producers to employ misleading labeling practices to market mass-produced spirits as premium, often using additives or vague aging claims. This creates unfair competition, as authentic craft distillers who incur higher costs for transparency cannot compete on price with these lower-cost alternatives. Consequently, genuine producers struggle to justify their premium pricing to consumers who are unable to differentiate between artisanal rum and commercially rectified substitutes.

This ambiguity erodes consumer trust and hampers the sector's ability to drive the

premiumization required for long-term expansion. When enthusiasts cannot rely on label integrity, they are often hesitant to upgrade to high-value expressions, which limits revenue growth for niche brands. The difficulty in sustaining market momentum is evident in recent industry performance; according to the Distilled Spirits Council of the United States, rum volumes in the U.S. fell by 8.9% to 20.7 million cases in 2024. This contraction highlights the challenges the category faces in engaging consumers and maintaining demand within a confusing marketplace.

Market Trends

The market is undergoing a decisive shift toward super-premium "sipping" rums, driven by consumers who increasingly view the spirit with a level of sophistication historically associated with single malt whiskies or Cognac. This premiumization is defined by a move away from volume-driven white mixing varieties toward extended-aged, dark, and complex expressions that emphasize terroir and artisanal craftsmanship. Producers are responding by dedicating significantly more resources to long-maturation stocks and releasing limited-edition vintages that command higher prices, effectively elevating the category's status in the luxury tier. Validating this value trajectory, The Spirits Business reported in its December 2024 'World Spirits Report 2024: Rum' that the value of dark rum in Great Britain's on-trade sector increased by 5% over the preceding year, underscoring the growing financial viability of high-end varieties.

Concurrently, the adoption of carbon-negative and eco-friendly distillation practices has evolved from a niche differentiator into a core operational requirement for craft producers. Distilleries are aggressively implementing circular economy principles, such as using biomass for energy, improving thermal efficiency, and reducing water intensity to minimize their ecological footprint. This transition is driven by a conscientious consumer base that rigorously scrutinizes the supply chain integrity and environmental stewardship of the brands they support. Demonstrating this commitment to resource reduction, Bacardi Limited stated in its August 2024 'FY24 ESG Report' that the company reduced its absolute water consumption by 3% compared to the previous fiscal year, reflecting a broader industry alignment with sustainable production methodologies.

Key Market Players

Bacardi Limited

Belize Spirits Marketing, Inc.

Charles Merseur & Co.

Diageo PLC

Domaines Ellam and Arizona Craft Beverage

Drum and Black Rum Company Limited

Maine Craft Distilling LLC

Rockstar Spirits Limited

Suntory Holdings Limited

Wicked Dolphin Distillery

Report Scope

In this report, the Global Craft Rum Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Craft Rum Market, By Type

Spiced Rum

Coconut Rum

White Rum

Coffee Rum

Cranberry Rum

Others (Vanilla Rum

Orange Rum)

Craft Rum Market, By Price Range

Low

Medium

High

Craft Rum Market, By Distribution Channel

On Trade Vs. Off Trade

Craft Rum Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Craft Rum Market.

Available Customizations:

Global Craft Rum Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
 - 1.2.1. Markets Covered
 - 1.2.2. Years Considered for Study
 - 1.2.3. Key Market Segmentations

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends

4. VOICE OF CUSTOMER

5. GLOBAL CRAFT RUM MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Type (Spiced Rum, Coconut Rum, White Rum, Coffee Rum, Cranberry Rum, Others (Vanilla Rum, Orange Rum))
 - 5.2.2. By Price Range (Low, Medium, High)
 - 5.2.3. By Distribution Channel (On Trade Vs. Off Trade)

- 5.2.4. By Region
- 5.2.5. By Company (2025)
- 5.3. Market Map

6. NORTH AMERICA CRAFT RUM MARKET OUTLOOK

- 6.1. Market Size & Forecast
 - 6.1.1. By Value
- 6.2. Market Share & Forecast
 - 6.2.1. By Type
 - 6.2.2. By Price Range
 - 6.2.3. By Distribution Channel
 - 6.2.4. By Country
- 6.3. North America: Country Analysis
 - 6.3.1. United States Craft Rum Market Outlook
 - 6.3.1.1. Market Size & Forecast
 - 6.3.1.1.1. By Value
 - 6.3.1.2. Market Share & Forecast
 - 6.3.1.2.1. By Type
 - 6.3.1.2.2. By Price Range
 - 6.3.1.2.3. By Distribution Channel
 - 6.3.2. Canada Craft Rum Market Outlook
 - 6.3.2.1. Market Size & Forecast
 - 6.3.2.1.1. By Value
 - 6.3.2.2. Market Share & Forecast
 - 6.3.2.2.1. By Type
 - 6.3.2.2.2. By Price Range
 - 6.3.2.2.3. By Distribution Channel
 - 6.3.3. Mexico Craft Rum Market Outlook
 - 6.3.3.1. Market Size & Forecast
 - 6.3.3.1.1. By Value
 - 6.3.3.2. Market Share & Forecast
 - 6.3.3.2.1. By Type
 - 6.3.3.2.2. By Price Range
 - 6.3.3.2.3. By Distribution Channel

7. EUROPE CRAFT RUM MARKET OUTLOOK

- 7.1. Market Size & Forecast

- 7.1.1. By Value
- 7.2. Market Share & Forecast
 - 7.2.1. By Type
 - 7.2.2. By Price Range
 - 7.2.3. By Distribution Channel
 - 7.2.4. By Country
- 7.3. Europe: Country Analysis
 - 7.3.1. Germany Craft Rum Market Outlook
 - 7.3.1.1. Market Size & Forecast
 - 7.3.1.1.1. By Value
 - 7.3.1.2. Market Share & Forecast
 - 7.3.1.2.1. By Type
 - 7.3.1.2.2. By Price Range
 - 7.3.1.2.3. By Distribution Channel
 - 7.3.2. France Craft Rum Market Outlook
 - 7.3.2.1. Market Size & Forecast
 - 7.3.2.1.1. By Value
 - 7.3.2.2. Market Share & Forecast
 - 7.3.2.2.1. By Type
 - 7.3.2.2.2. By Price Range
 - 7.3.2.2.3. By Distribution Channel
 - 7.3.3. United Kingdom Craft Rum Market Outlook
 - 7.3.3.1. Market Size & Forecast
 - 7.3.3.1.1. By Value
 - 7.3.3.2. Market Share & Forecast
 - 7.3.3.2.1. By Type
 - 7.3.3.2.2. By Price Range
 - 7.3.3.2.3. By Distribution Channel
 - 7.3.4. Italy Craft Rum Market Outlook
 - 7.3.4.1. Market Size & Forecast
 - 7.3.4.1.1. By Value
 - 7.3.4.2. Market Share & Forecast
 - 7.3.4.2.1. By Type
 - 7.3.4.2.2. By Price Range
 - 7.3.4.2.3. By Distribution Channel
 - 7.3.5. Spain Craft Rum Market Outlook
 - 7.3.5.1. Market Size & Forecast
 - 7.3.5.1.1. By Value
 - 7.3.5.2. Market Share & Forecast

- 7.3.5.2.1. By Type
- 7.3.5.2.2. By Price Range
- 7.3.5.2.3. By Distribution Channel

8. ASIA PACIFIC CRAFT RUM MARKET OUTLOOK

- 8.1. Market Size & Forecast
 - 8.1.1. By Value
- 8.2. Market Share & Forecast
 - 8.2.1. By Type
 - 8.2.2. By Price Range
 - 8.2.3. By Distribution Channel
 - 8.2.4. By Country
- 8.3. Asia Pacific: Country Analysis
 - 8.3.1. China Craft Rum Market Outlook
 - 8.3.1.1. Market Size & Forecast
 - 8.3.1.1.1. By Value
 - 8.3.1.2. Market Share & Forecast
 - 8.3.1.2.1. By Type
 - 8.3.1.2.2. By Price Range
 - 8.3.1.2.3. By Distribution Channel
 - 8.3.2. India Craft Rum Market Outlook
 - 8.3.2.1. Market Size & Forecast
 - 8.3.2.1.1. By Value
 - 8.3.2.2. Market Share & Forecast
 - 8.3.2.2.1. By Type
 - 8.3.2.2.2. By Price Range
 - 8.3.2.2.3. By Distribution Channel
 - 8.3.3. Japan Craft Rum Market Outlook
 - 8.3.3.1. Market Size & Forecast
 - 8.3.3.1.1. By Value
 - 8.3.3.2. Market Share & Forecast
 - 8.3.3.2.1. By Type
 - 8.3.3.2.2. By Price Range
 - 8.3.3.2.3. By Distribution Channel
 - 8.3.4. South Korea Craft Rum Market Outlook
 - 8.3.4.1. Market Size & Forecast
 - 8.3.4.1.1. By Value
 - 8.3.4.2. Market Share & Forecast

- 8.3.4.2.1. By Type
- 8.3.4.2.2. By Price Range
- 8.3.4.2.3. By Distribution Channel
- 8.3.5. Australia Craft Rum Market Outlook
 - 8.3.5.1. Market Size & Forecast
 - 8.3.5.1.1. By Value
 - 8.3.5.2. Market Share & Forecast
 - 8.3.5.2.1. By Type
 - 8.3.5.2.2. By Price Range
 - 8.3.5.2.3. By Distribution Channel

9. MIDDLE EAST & AFRICA CRAFT RUM MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Type
 - 9.2.2. By Price Range
 - 9.2.3. By Distribution Channel
 - 9.2.4. By Country
- 9.3. Middle East & Africa: Country Analysis
 - 9.3.1. Saudi Arabia Craft Rum Market Outlook
 - 9.3.1.1. Market Size & Forecast
 - 9.3.1.1.1. By Value
 - 9.3.1.2. Market Share & Forecast
 - 9.3.1.2.1. By Type
 - 9.3.1.2.2. By Price Range
 - 9.3.1.2.3. By Distribution Channel
 - 9.3.2. UAE Craft Rum Market Outlook
 - 9.3.2.1. Market Size & Forecast
 - 9.3.2.1.1. By Value
 - 9.3.2.2. Market Share & Forecast
 - 9.3.2.2.1. By Type
 - 9.3.2.2.2. By Price Range
 - 9.3.2.2.3. By Distribution Channel
 - 9.3.3. South Africa Craft Rum Market Outlook
 - 9.3.3.1. Market Size & Forecast
 - 9.3.3.1.1. By Value
 - 9.3.3.2. Market Share & Forecast

- 9.3.3.2.1. By Type
- 9.3.3.2.2. By Price Range
- 9.3.3.2.3. By Distribution Channel

10. SOUTH AMERICA CRAFT RUM MARKET OUTLOOK

- 10.1. Market Size & Forecast
 - 10.1.1. By Value
- 10.2. Market Share & Forecast
 - 10.2.1. By Type
 - 10.2.2. By Price Range
 - 10.2.3. By Distribution Channel
 - 10.2.4. By Country
- 10.3. South America: Country Analysis
 - 10.3.1. Brazil Craft Rum Market Outlook
 - 10.3.1.1. Market Size & Forecast
 - 10.3.1.1.1. By Value
 - 10.3.1.2. Market Share & Forecast
 - 10.3.1.2.1. By Type
 - 10.3.1.2.2. By Price Range
 - 10.3.1.2.3. By Distribution Channel
 - 10.3.2. Colombia Craft Rum Market Outlook
 - 10.3.2.1. Market Size & Forecast
 - 10.3.2.1.1. By Value
 - 10.3.2.2. Market Share & Forecast
 - 10.3.2.2.1. By Type
 - 10.3.2.2.2. By Price Range
 - 10.3.2.2.3. By Distribution Channel
 - 10.3.3. Argentina Craft Rum Market Outlook
 - 10.3.3.1. Market Size & Forecast
 - 10.3.3.1.1. By Value
 - 10.3.3.2. Market Share & Forecast
 - 10.3.3.2.1. By Type
 - 10.3.3.2.2. By Price Range
 - 10.3.3.2.3. By Distribution Channel

11. MARKET DYNAMICS

- 11.1. Drivers

11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

12.1. Merger & Acquisition (If Any)

12.2. Product Launches (If Any)

12.3. Recent Developments

13. GLOBAL CRAFT RUM MARKET: SWOT ANALYSIS

14. PORTER'S FIVE FORCES ANALYSIS

14.1. Competition in the Industry

14.2. Potential of New Entrants

14.3. Power of Suppliers

14.4. Power of Customers

14.5. Threat of Substitute Products

15. COMPETITIVE LANDSCAPE

15.1. Bacardi Limited

15.1.1. Business Overview

15.1.2. Products & Services

15.1.3. Recent Developments

15.1.4. Key Personnel

15.1.5. SWOT Analysis

15.2. Belize Spirits Marketing, Inc.

15.3. Charles Merseur & Co.

15.4. Diageo PLC

15.5. Domaines Ellam and Arizona Craft Beverage

15.6. Drum and Black Rum Company Limited

15.7. Maine Craft Distilling LLC

15.8. Rockstar Spirits Limited

15.9. Suntory Holdings Limited

15.10. Wicked Dolphin Distillery

16. STRATEGIC RECOMMENDATIONS

17. ABOUT US & DISCLAIMER

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