

Mezcal Market Size and Forecasts (2020 - 2030), Global and Regional Share, Trends, and Growth Opportunity Analysis Report Coverage: By Product Type (Joven, Reposado, Anejo, and Others), Category (100% Agave and Blend), and Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Online Retail, and Others)

<https://marketpublishers.com/r/M87A8F1E45E6EN.html>

Date: October 2023

Pages: 153

Price: US\$ 4,550.00 (Single User License)

ID: M87A8F1E45E6EN

Abstracts

The mezcal market size was valued at US\$ 1.46 billion in 2022 and is expected to reach US\$ 2.39 billion by 2030; it is estimated to register a CAGR of 6.3% from 2023 to 2030.

Mezcal is a distinctive Mexican spirit made from agave plants, primarily in the Oaxaca region. Unlike tequila, which is a type of mezcal made exclusively from blue agave, mezcal can be produced from various agave species, giving it a broader range of flavors and aromas. The surge in demand for mezcal can be attributed to its artisanal production methods, unique smoky flavor, and the growing appreciation for craft spirits. Consumers are increasingly seeking authenticity and diversity in their drinking experiences, which has led to mezcal gaining popularity among adventurous spirits enthusiasts and mixologists alike. Its cultural heritage and traditional production techniques have also contributed to its appeal, making it a sought-after choice for those looking to explore the rich world of agave-based spirits.

Based on product type, the market is categorized into joven, reposado, anejo, and others. The reposado segment is expected to register the highest CAGR during 2022–2030. Reposado, which translates to 'rested' in Spanish, represents a middle ground between the youthful boldness of joven and the aged complexity of anejo mezcal. It undergoes a relatively short aging process of two months to one year in oak

barrels. This aging imparts a mellower character to the spirit, smoothing out some of the agave's sharper edges. While retaining the core agave flavors, reposado mezcal develops additional nuances, such as hints of vanilla, caramel, and wood. Its surging demand is due to its ability to balance the unaged vibrancy of joven and the refined complexity of anejo, making it a preferred choice for those seeking a smoother and more approachable mezcal experience.

The mezcal market in APAC comprises several developed and developing economies such as China, Japan, India, Australia, South Korea, and the Rest of APAC. Mezcal is a distilled alcoholic beverage prepared from any agave. It mainly originated in Mexico, and most manufacturers export this beverage to Asian countries, mainly to Japan. Agaves are found mainly in different parts of Mexico and south to the equator, though most mezcal is made in Oaxaca. In the current market scenario, this alcoholic beverage is gaining popularity across the globe. The Asian market is now becoming a significant market for mezcal sales and consumption. Mezcal is gaining popularity among consumers in Asian countries such as China, India, Japan, and Australia. This consumer shift toward mezcal is mainly attributed to the rising health concerns. The rising preference for luxurious alcoholic beverages has increased the demand for mezcal, which is anticipated to propel the market growth in APAC.

The mezcal market is a growing sector as people are now focusing on experiencing various types of drinks from different countries. The younger generation mostly loves to explore different food, beverages, and cuisines from different cultures. This further contributes to the Mezcal market growth in Asia Pacific. Also, there is a noticeable growth in the e-commerce sector. All types of mezcal products are available to consumers through online and offline retail channels. All these factors are fueling the demand for mezcal in Asia Pacific.

The key players operating in the global mezcal market include Casa Agave Ltd, Quiquiriqui Mezcal Ltd, Davide Campari Milano NV, Gente de Mezcal SA de CV, Bacardi-Martini BV, Diageo Plc, Pernod Ricard SA, Meanwhile Drinks Ltd, Proximo Spirits Inc, and Madre Mezcal Inc among others. Players operating in the global mezcal market focus on providing high-quality products to fulfill customer demand. They also focus on strategies such as investments in research and development activities, new product launches, and expanding production capacities.

The overall global mezcal market size has been derived using primary and secondary sources. To begin the research process, exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative

information related to the market. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain more analytical insights into the topic. The participants of this process include industry experts such as VPs, business development managers, market intelligence managers, and national sales managers—along with external consultants such as valuation experts, research analysts, and key opinion leaders—specializing in the mezcal market.

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