

Bourbon Spirits Market Size, Share, and Outlook, 2025 Report- By Type (Wheated, Barrel Finished, Barrel Select, Others), ABV (40 to 45%, 46 to 55%, Above 56%), Distribution Channel (Online, Offline), and Companies, 2021-2032

<https://marketpublishers.com/r/BB0326343D3FEN.html>

Date: June 2025

Pages: 185

Price: US\$ 3,680.00 (Single User License)

ID: BB0326343D3FEN

Abstracts

Bourbon Spirits Market Outlook

The global Bourbon Spirits market is expected to register a growth rate of 7.3% during the forecast period from \$8.9 Billion in 2024 to \$15.6 Billion in 2032. The Bourbon Spirits market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Bourbon Spirits segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Wheated, Barrel Finished, Barrel Select, Others), ABV (40 to 45%, 46 to 55%, Above 56%), Distribution Channel (Online, Offline). Over 70 tables and charts showcase findings from our latest survey report on Bourbon Spirits markets.

Bourbon Spirits Market Insights, 2025

The bourbon spirits market is experiencing dynamic growth propelled by increasing consumer preference for premium and craft alcoholic beverages. Recognized for its distinct American heritage and flavor profile characterized by caramel, vanilla, and oak notes, bourbon appeals to both traditional connoisseurs and younger demographics exploring cocktail culture. Innovation in small-batch production, barrel aging techniques, and limited editions enhances differentiation and market positioning. Expanding global exports, particularly to Asia and Europe, support revenue growth. The rise of

experiential marketing, including distillery tours and tasting events, deepens consumer engagement. Additionally, sustainability practices in sourcing and production are gaining traction, aligning with evolving consumer values.

Five Trends that will define global Bourbon Spirits market in 2025 and Beyond

A closer look at the multi-million global market for Bourbon Spirits identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Bourbon Spirits companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

What are the biggest opportunities for growth in the Bourbon Spirits industry?

The Bourbon Spirits sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

Bourbon Spirits Market Segment Insights

The Bourbon Spirits industry presents strong offers across categories. The analytical report offers forecasts of Bourbon Spirits industry performance across segments and countries. Key segments in the industry include By Type (Wheated, Barrel Finished, Barrel Select, Others), ABV (40 to 45%, 46 to 55%, Above 56%), Distribution Channel (Online, Offline). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Bourbon Spirits market size outlook is provided for 22 countries across these regions.

Market Value Chain

The chapter identifies potential companies and their operations across the global Bourbon Spirits industry ecosystem. It assists decision-makers in evaluating global Bourbon Spirits market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Bourbon Spirits industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios: slow growth, reference case, and high growth cases.

Asia Pacific Bourbon Spirits Market Analysis: A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

The State of Europe Bourbon Spirits Industry 2025: Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Bourbon Spirits with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Bourbon Spirits market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Bourbon Spirits market Insights: Executives are most excited about opportunities for the US Bourbon Spirits industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Bourbon Spirits companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Bourbon Spirits market.

Latin American Bourbon Spirits market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Bourbon Spirits Markets
New Opportunities for Companies
Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Bourbon Spirits markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Bourbon Spirits markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape
How Bourbon Spirits companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key

companies analyzed in the report include Belle Meade Bourbon Whiskey (Nelson's Green Brier Distillery), Booker's Bourbon (Jim Beam Brands), Booker's Front Porch Batch (Jim Beam Brands), Buffalo Trace Kosher Wheat Recipe (Buffalo Trace Distillery), Bulleit Bourbon 10 Year (Diageo), Elijah Craig Barrel Proof Bourbon (Heaven Hill Brands), Evan Williams Single Barrel (Heaven Hill Brands), MGP Ingredients, Inc., Noah's Mill Bourbon (Willett Distillery), Smirnoff (Diageo).

Bourbon Spirits Market Scope

Leading Segments

By Type

Wheated

Barrel Finished

Barrel Select

Others

By ABV

40 to 45%

46 to 55%

Above 56%

By Distribution Channel

Online

Offline

Leading Companies

Belle Meade Bourbon Whiskey (Nelson's Green Brier Distillery)

Booker's Bourbon (Jim Beam Brands)

Booker's Front Porch Batch (Jim Beam Brands)

Buffalo Trace Kosher Wheat Recipe (Buffalo Trace Distillery)

Bulleit Bourbon 10 Year (Diageo)

Elijah Craig Barrel Proof Bourbon (Heaven Hill Brands)

Evan Williams Single Barrel (Heaven Hill Brands)

MGP Ingredients, Inc.

Noah's Mill Bourbon (Willett Distillery)

Smirnoff (Diageo)

Geographies

North AmericaUS, Canada, Mexico

EuropeGermany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia PacificChina, India, Japan, South Korea, Australia, South East Asia, Others

Latin AmericaBrazil, Argentina, Others

Middle East and AfricaSaudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio

and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

Contents

1. TABLE OF CONTENTS

List of Figures and Tables

2. EXECUTIVE SUMMARY

2.1 Key Highlights

2.1.1 Bourbon Spirits Market Size Outlook, 2018-2024 and 2025-2032

2.1.2 Largest Bourbon Spirits Market Types and Applications

2.1.3 Fastest Growing Segments

2.1.4 Potential Markets

2.1.5 Market Concentration

2.2 Market Scope and Segmentation

2.2.1 Market Scope- Segments

2.2.2 Market Scope- Countries

2.2.3 Macroeconomic and Demographic Outlook

2.2.4 Abbreviations

2.2.5 Units and Currency Conversions

3. RESEARCH METHODOLOGY

3.1 Primary Research Surveys

3.2 Secondary Data Sources

3.3 Data Triangulation

3.4 Forecast Methodology

3.5 Assumptions and Limitations

4. INTRODUCTION TO GLOBAL BOURBON SPIRITS MARKET IN 2025

4.1 Industry Panorama

4.2 Leading Companies Profiled in the Study

4.3 Asia Pacific Markets offer Robust Market Prospects for New Entrants

4.4 Market Dynamics

4.4.1 Market Dynamics- Trends and Drivers

4.4.2 Market Dynamics- Opportunities and Challenges

4.5 Regional Analysis

4.6 Porter's Five Force Analysis

- 4.6.1 Intensity of Competitive Rivalry
- 4.6.2 Threat of New Entrants
- 4.6.3 Threat of Substitutes
- 4.6.4 Bargaining Power of Buyers
- 4.6.5 Bargaining Power of Suppliers
- 4.7 Bourbon Spirits Industry Value Chain Analysis
 - 4.7.1 Stage of Value Chain
 - 4.7.2 Key Activities of Companies
 - 4.7.3 Companies Included in Each Stage
 - 4.7.4 Key Insights

5. BOURBON SPIRITS MARKET OUTLOOK TO 2032

- 5.1 Market Size Forecast by Type, 2021-2024 and 2025-2032
- 5.2 Market Size Forecast by Application, 2021-2024 and 2024-2032
- 5.3 Market Size Forecast by Geography, 2021-2024 and 2024-2032

By Type

Wheated

Barrel Finished

Barrel Select

Others

By ABV

40 TO 45%

46 TO 55%

Above 56%

By Distribution Channel

Online

Offline

6. GLOBAL BOURBON SPIRITS MARKET OUTLOOK ACROSS GROWTH SCENARIOS

- 6.1 Low Growth Scenario
- 6.2 Base/Reference Case
- 6.3 High Growth Scenario

6. NORTH AMERICA BOURBON SPIRITS MARKET SIZE OUTLOOK

- 6.1 Key Market Statistics, 2024
- 6.2 North America Bourbon Spirits Market Trends and Growth Opportunities
 - 6.2.1 North America Bourbon Spirits Market Outlook by Type
 - 6.2.2 North America Bourbon Spirits Market Outlook by Application
- 6.3 North America Bourbon Spirits Market Outlook by Country
 - 6.3.1 The US Bourbon Spirits Market Outlook, 2021- 2032
 - 6.3.2 Canada Bourbon Spirits Market Outlook, 2021- 2032
 - 6.3.3 Mexico Bourbon Spirits Market Outlook, 2021- 2032

7. EUROPE BOURBON SPIRITS MARKET SIZE OUTLOOK

- 7.1 Key Market Statistics, 2024
- 7.2 Europe Bourbon Spirits Market Trends and Growth Opportunities
 - 7.2.1 Europe Bourbon Spirits Market Outlook by Type
 - 7.2.2 Europe Bourbon Spirits Market Outlook by Application
- 7.3 Europe Bourbon Spirits Market Outlook by Country
 - 7.3.2 Germany Bourbon Spirits Market Outlook, 2021- 2032
 - 7.3.3 France Bourbon Spirits Market Outlook, 2021- 2032
 - 7.3.4 The UK Bourbon Spirits Market Outlook, 2021- 2032
 - 7.3.5 Spain Bourbon Spirits Market Outlook, 2021- 2032
 - 7.3.6 Italy Bourbon Spirits Market Outlook, 2021- 2032
 - 7.3.7 Russia Bourbon Spirits Market Outlook, 2021- 2032
 - 7.3.8 Rest of Europe Bourbon Spirits Market Outlook, 2021- 2032

8. ASIA PACIFIC BOURBON SPIRITS MARKET SIZE OUTLOOK

- 8.1 Key Market Statistics, 2024
- 8.2 Asia Pacific Bourbon Spirits Market Trends and Growth Opportunities
 - 8.2.1 Asia Pacific Bourbon Spirits Market Outlook by Type
 - 8.2.2 Asia Pacific Bourbon Spirits Market Outlook by Application
- 8.3 Asia Pacific Bourbon Spirits Market Outlook by Country
 - 8.3.1 China Bourbon Spirits Market Outlook, 2021- 2032
 - 8.3.2 India Bourbon Spirits Market Outlook, 2021- 2032
 - 8.3.3 Japan Bourbon Spirits Market Outlook, 2021- 2032
 - 8.3.4 South Korea Bourbon Spirits Market Outlook, 2021- 2032
 - 8.3.5 Australia Bourbon Spirits Market Outlook, 2021- 2032
 - 8.3.6 South East Asia Bourbon Spirits Market Outlook, 2021- 2032

8.3.7 Rest of Asia Pacific Bourbon Spirits Market Outlook, 2021- 2032

9. SOUTH AMERICA BOURBON SPIRITS MARKET SIZE OUTLOOK

9.1 Key Market Statistics, 2024

9.2 South America Bourbon Spirits Market Trends and Growth Opportunities

9.2.1 South America Bourbon Spirits Market Outlook by Type

9.2.2 South America Bourbon Spirits Market Outlook by Application

9.3 South America Bourbon Spirits Market Outlook by Country

9.3.1 Brazil Bourbon Spirits Market Outlook, 2021- 2032

9.3.2 Argentina Bourbon Spirits Market Outlook, 2021- 2032

9.3.3 Rest of South and Central America Bourbon Spirits Market Outlook, 2021- 2032

10. MIDDLE EAST AND AFRICA BOURBON SPIRITS MARKET SIZE OUTLOOK

10.1 Key Market Statistics, 2024

10.2 Middle East and Africa Bourbon Spirits Market Trends and Growth Opportunities

10.2.1 Middle East and Africa Bourbon Spirits Market Outlook by Type

10.2.2 Middle East and Africa Bourbon Spirits Market Outlook by Application

10.3 Middle East and Africa Bourbon Spirits Market Outlook by Country

10.3.1 Saudi Arabia Bourbon Spirits Market Outlook, 2021- 2032

10.3.2 The UAE Bourbon Spirits Market Outlook, 2021- 2032

10.3.3 Rest of Middle East Bourbon Spirits Market Outlook, 2021- 2032

10.3.4 South Africa Bourbon Spirits Market Outlook, 2021- 2032

10.3.5 Egypt Bourbon Spirits Market Outlook, 2021- 2032

10.3.6 Rest of Africa Bourbon Spirits Market Outlook, 2021- 2032

11. COMPANY PROFILES

11.1 Leading 10 Companies

Belle Meade Bourbon Whiskey (Nelson's Green Brier Distillery)

Booker's Bourbon (Jim Beam Brands)

Booker's Front Porch Batch (Jim Beam Brands)

Buffalo Trace Kosher Wheat Recipe (Buffalo Trace Distillery)

Bulleit Bourbon 10 Year (Diageo)

Elijah Craig Barrel Proof Bourbon (Heaven Hill Brands)

Evan Williams Single Barrel (Heaven Hill Brands)

MGP Ingredients, Inc.

Noah's Mill Bourbon (Willett Distillery)

Smirnoff (Diageo)

11.2 Overview

11.3 Products and Services

11.4 SWOT Profile

12. APPENDIX

12.1 Subscription Options

12.2 Customization Options

12.3 Publisher Details

I would like to order

Product name: Bourbon Spirits Market Size, Share, and Outlook, 2025 Report- By Type (Wheated, Barrel Finished, Barrel Select, Others), ABV (40 to 45%, 46 to 55%, Above 56%), Distribution Channel (Online, Offline), and Companies, 2021-2032

Product link: <https://marketpublishers.com/r/BB0326343D3FEN.html>

Price: US\$ 3,680.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/BB0326343D3FEN.html>