

Bourbon Whiskey Market Size, Share, and Outlook, 2025 Report- By Type (Standard Bourbon Whiskey, Kentucky Bourbon Whiskey, Straight Bourbon Whiskey, Small-Batch, and Single-Barrel Bourbon, Others), Grains (Corn, Rye, Barley, Wheat Grain), Packaging (Glass Bottles, Barrels, Others), Application (Residential, Commercial), Distribution Channel (Offline, Online), and Companies, 2021-2032

<https://marketpublishers.com/r/B015797B56EDEN.html>

Date: June 2025

Pages: 185

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

ID: B015797B56EDEN

Abstracts

Bourbon Whiskey Market Outlook

The global Bourbon Whiskey market is expected to register a growth rate of 6.9% during the forecast period from \$9.7 Billion in 2024 to \$16.5 Billion in 2032. The Bourbon Whiskey 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 Whiskey segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Standard Bourbon Whiskey, Kentucky Bourbon Whiskey, Straight Bourbon Whiskey, Small-Batch, and Single-Barrel Bourbon, Others), Grains (Corn, Rye, Barley, Wheat Grain), Packaging (Glass Bottles, Barrels, Others), Application (Residential, Commercial), Distribution Channel (Offline, Online). Over 70 tables and charts showcase findings from our latest survey report on Bourbon Whiskey markets.

Bourbon Whiskey Market Insights, 2025

The bourbon whiskey market in 2025 is thriving, fueled by premiumization, export expansion, and a rising appreciation for American heritage spirits. With its roots in Kentucky, bourbon has evolved into a global cultural symbol of craftsmanship, characterized by its use of new charred oak barrels, corn-heavy mash bills, and aging complexity. Consumers are gravitating toward small-batch, single-barrel, and cask-strength releases that emphasize authenticity and provenance. Distilleries are leveraging aging innovations, experimental grains, and local cooperages to differentiate offerings in a crowded market. International demand—particularly in Europe and Asia—is rising, as bourbon gains ground against Scotch and Japanese whiskies. The U.S. is also seeing bourbon's influence in RTDs, barrel-aged cocktails, and culinary crossovers. With tourism-friendly bourbon trails and collector culture reinforcing its appeal, bourbon whiskey is entering a golden era of global sophistication and domestic pride.

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

A closer look at the multi-million global market for Bourbon Whiskey identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Bourbon Whiskey 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 Whiskey industry?

The Bourbon Whiskey 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 Whiskey Market Segment Insights

The Bourbon Whiskey industry presents strong offers across categories. The analytical report offers forecasts of Bourbon Whiskey industry performance across segments and countries. Key segments in the industry include By Type (Standard Bourbon Whiskey,

Kentucky Bourbon Whiskey, Straight Bourbon Whiskey, Small-Batch, and Single-Barrel Bourbon, Others), Grains (Corn, Rye, Barley, Wheat Grain), Packaging (Glass Bottles, Barrels, Others), Application (Residential, Commercial), Distribution Channel (Offline, Online). 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 Whiskey 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 Whiskey industry ecosystem. It assists decision-makers in evaluating global Bourbon Whiskey market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

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

Asia Pacific Bourbon Whiskey 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 Whiskey 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 Whiskey 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 Whiskey market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

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

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Bourbon Whiskey 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 Whiskey market.

Latin American Bourbon Whiskey 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 Whiskey 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

Whiskey 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 Whiskey markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape How Bourbon Whiskey 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 Black Maple Hill (Various producers, no specific distillery), Blanton's Bourbon (Buffalo Trace Distillery), Booker's Bourbon (Jim Beam Brands), Buffalo Trace Distillery, Hudson Baby Bourbon, Jim Beam (Beam Suntory), Knob Creek (Beam Suntory), Maker's Mark (Beam Suntory), Noah's Mill Bourbon (Willett Distillery), Old Rip Van Winkle (Buffalo Trace Distillery), W. L. Weller (Buffalo Trace Distillery), Woodford Reserve (Brown-Forman Corporation).

Bourbon Whiskey Market Scope

Leading Segments

By Type

Standard Bourbon Whiskey

Kentucky Bourbon Whiskey

Straight Bourbon Whiskey

Small-Batch and Single-Barrel Bourbon

Others

By Grains

Corn

Rye

Barley

Wheat Grain

By Packaging

Glass Bottles

Barrels

Others

By Application

Residential

Commercial

By Distribution Channel

Offline

Online

Leading Companies

Black Maple Hill (Various producers, no specific distillery)

Blanton's Bourbon (Buffalo Trace Distillery)

Booker's Bourbon (Jim Beam Brands)

Buffalo Trace Distillery

Hudson Baby Bourbon

Jim Beam (Beam Suntory)

Knob Creek (Beam Suntory)

Maker's Mark (Beam Suntory)

Noah's Mill Bourbon (Willett Distillery)

Old Rip Van Winkle (Buffalo Trace Distillery)

W. L. Weller (Buffalo Trace Distillery)

Woodford Reserve (Brown-Forman Corporation)

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 Whiskey Market Size Outlook, 2018-2024 and 2025-2032

2.1.2 Largest Bourbon Whiskey 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 WHISKEY 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 Whiskey 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 WHISKEY 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

- Standard Bourbon Whiskey
- Kentucky Bourbon Whiskey
- Straight Bourbon Whiskey
- Small-Batch and Single-Barrel Bourbon
- Others

By Grains

- Corn
- Rye
- Barley

Wheat Grain

By Packaging

- Glass Bottles
- Barrels
- Others

By Application

- Residential
- Commercial

By Distribution Channel

- Offline
- Online

6. GLOBAL BOURBON WHISKEY MARKET OUTLOOK ACROSS GROWTH

SCENARIOS

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

6. NORTH AMERICA BOURBON WHISKEY MARKET SIZE OUTLOOK

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

7. EUROPE BOURBON WHISKEY MARKET SIZE OUTLOOK

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

8. ASIA PACIFIC BOURBON WHISKEY MARKET SIZE OUTLOOK

- 8.1 Key Market Statistics, 2024
- 8.2 Asia Pacific Bourbon Whiskey Market Trends and Growth Opportunities
 - 8.2.1 Asia Pacific Bourbon Whiskey Market Outlook by Type
 - 8.2.2 Asia Pacific Bourbon Whiskey Market Outlook by Application
- 8.3 Asia Pacific Bourbon Whiskey Market Outlook by Country

- 8.3.1 China Bourbon Whiskey Market Outlook, 2021- 2032
- 8.3.2 India Bourbon Whiskey Market Outlook, 2021- 2032
- 8.3.3 Japan Bourbon Whiskey Market Outlook, 2021- 2032
- 8.3.4 South Korea Bourbon Whiskey Market Outlook, 2021- 2032
- 8.3.5 Australia Bourbon Whiskey Market Outlook, 2021- 2032
- 8.3.6 South East Asia Bourbon Whiskey Market Outlook, 2021- 2032
- 8.3.7 Rest of Asia Pacific Bourbon Whiskey Market Outlook, 2021- 2032

9. SOUTH AMERICA BOURBON WHISKEY MARKET SIZE OUTLOOK

- 9.1 Key Market Statistics, 2024
- 9.2 South America Bourbon Whiskey Market Trends and Growth Opportunities
 - 9.2.1 South America Bourbon Whiskey Market Outlook by Type
 - 9.2.2 South America Bourbon Whiskey Market Outlook by Application
- 9.3 South America Bourbon Whiskey Market Outlook by Country
 - 9.3.1 Brazil Bourbon Whiskey Market Outlook, 2021- 2032
 - 9.3.2 Argentina Bourbon Whiskey Market Outlook, 2021- 2032
 - 9.3.3 Rest of South and Central America Bourbon Whiskey Market Outlook, 2021- 2032

10. MIDDLE EAST AND AFRICA BOURBON WHISKEY MARKET SIZE OUTLOOK

- 10.1 Key Market Statistics, 2024
- 10.2 Middle East and Africa Bourbon Whiskey Market Trends and Growth Opportunities
 - 10.2.1 Middle East and Africa Bourbon Whiskey Market Outlook by Type
 - 10.2.2 Middle East and Africa Bourbon Whiskey Market Outlook by Application
- 10.3 Middle East and Africa Bourbon Whiskey Market Outlook by Country
 - 10.3.1 Saudi Arabia Bourbon Whiskey Market Outlook, 2021- 2032
 - 10.3.2 The UAE Bourbon Whiskey Market Outlook, 2021- 2032
 - 10.3.3 Rest of Middle East Bourbon Whiskey Market Outlook, 2021- 2032
 - 10.3.4 South Africa Bourbon Whiskey Market Outlook, 2021- 2032
 - 10.3.5 Egypt Bourbon Whiskey Market Outlook, 2021- 2032
 - 10.3.6 Rest of Africa Bourbon Whiskey Market Outlook, 2021- 2032

11. COMPANY PROFILES

- 11.1 Leading 10 Companies
 - Black Maple Hill (Various producers, no specific distillery)
 - Blanton's Bourbon (Buffalo Trace Distillery)

Booker's Bourbon (Jim Beam Brands)
Buffalo Trace Distillery
Hudson Baby Bourbon
Jim Beam (Beam Suntory)
Knob Creek (Beam Suntory)
Maker's Mark (Beam Suntory)
Noah's Mill Bourbon (Willett Distillery)
Old Rip Van Winkle (Buffalo Trace Distillery)
W. L. Weller (Buffalo Trace Distillery)
Woodford Reserve (Brown-Forman Corporation)
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 Whiskey Market Size, Share, and Outlook, 2025 Report- By Type (Standard Bourbon Whiskey, Kentucky Bourbon Whiskey, Straight Bourbon Whiskey, Small-Batch, and Single-Barrel Bourbon, Others), Grains (Corn, Rye, Barley, Wheat Grain), Packaging (Glass Bottles, Barrels, Others), Application (Residential, Commercial), Distribution Channel (Offline, Online), and Companies, 2021-2032

Product link: <https://marketpublishers.com/r/B015797B56EDEN.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/B015797B56EDEN.html>