

# CIS Countries: Tequila Market - Analysis, Size, Trends, Consumption, and Forecast

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## Abstracts

### The CIS Tequila Market Report Description

This report presents a comprehensive overview of the CIS tequila market, the effect of recent high-impact world events on it, and a forecast for the market development in the medium term. The report provides a strategic analysis of the tequila market in the CIS Countries and describes the main market participants, growth and demand drivers, challenges, and all other factors, influencing the development of the market.

The report on the CIS tequila market covers the following countries:

Armenia, Azerbaijan, Belarus, Georgia, Kazakhstan, Kyrgyzstan, Moldova, Russian Federation, Turkmenistan, Ukraine, Uzbekistan

The report covers tequila - a distilled alcoholic beverage made from blue agave plant (Agave tequilana) in Mexico; tequila production is highly regulated by Mexican law to ensure its authenticity and quality and may only be produced in the states of Jalisco, Guanajuato, Michoacán, Nayarit, and Tamaulipas - including tequila 100% and tequila mixto (excluding beer, whiskey, vodka, rum, gin, wine, sparkling wine, fortified wine, cider, perry or rice wine, soju, liquors and cordials), and is broken down by:

Product groups: Tequila; Tequila mixto

Price segments: Mass; Mid-priced; Premium

Packaging: Glass; Plastic; Metal; Paper and paperboard; Others

Retail format: Less than 187 ml; 188 - 375 ml; 376 - 500 ml; 501 - 750 ml; 751 - 1.5 l; 1.51 - 3 l; 3.01 l and more

Distribution channels: HoReCa; Retail

Retail distribution channels: Supermarkets and hypermarkets; Convenience stores; Specialist retailers; Independent small grocers; Others

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#### State of the Global Demographics and Economy

This section of the report presents you with historical and forecast data about key macroeconomic indicators of the global demographics and economy:

What are the values of key global economic indicators (GDP, inflation, unemployment, government debt, etc.)?

What are the values of key global demographic indicators (population, growth rate, life expectancy, age and gender, etc.)?

#### Analysis of the Tequila Market in the CIS Countries

The market analysis section provides an overview of the market size and dynamics in volume and value terms for the last five years. It answers the following questions:

What is the size of the tequila market in the CIS Countries?

How has the tequila market in the CIS Countries performed in volume and value terms for the last five years?

How is the market structured?

What are the major trends affecting the market?

Which are the major companies on the market?

How intensive is the competitive landscape?

What are the drivers and challenges affecting the market development?

#### Tequila Prices in the CIS Countries

The price section of the report answers the following questions:

How is the value chain of the market formed?

What is the structure of price formation?

What are the retail prices of tequila in the CIS Countries?

#### Foreign Trade Operations of Tequila in the CIS Countries

The foreign trade operations section answers the following questions:

What is the trade balance in volume and value terms?

Does the CIS Countries import more tequila than it exports?

How has the trade balance changed over the last five years?

## Imports of Tequila to the CIS Countries

The import section of the report answers the following questions:

How has the volume and value of imports changed over the past five years?

Which are the major countries that import tequila to the CIS Countries?

What is the average price of the tequila imported to the CIS Countries?

## Exports of Tequila from the CIS Countries

The export section of the report answers the following questions:

How has the volume and value of exports changed over the past five years?

Which are the main recipient countries of the CIS tequila exports?

What is the average price of the tequila exported from the CIS Countries?

## Consumption of Tequila in the CIS Countries

The consumption section of the report answers the following questions:

What is the per capita consumption volume and value? How has it changed over the past five years?

## Forecast

The final section of the report presents a forecast for the development of the market based on three scenarios - base, pessimistic, and optimistic. The forecast section answers:

How will the tequila market in the CIS Countries look like over the next five years in both volume and value terms for each possible scenario?

## Short Methodology

This research report has been prepared with WMStrategy's research methodology, which includes a blend of qualitative and quantitative data. The information comes from official sources and includes insights from local market experts (representatives of the main market participants), gathered by semi-structured interviews.

For this particular report, more than 10 interviews have been conducted with market experts from the leading companies (producers, distributors, retailers, suppliers, etc.). The full list of interviewed experts and a detailed methodology are available upon request.

## Customization

The report will be updated as of the current month of purchase, which is why it will be

dispatched within five working days after order confirmation. If the report is missing data points you need, it can be amended to fit your specific requirements and satisfy your individual objectives and information needs. Contact us for more information!

### Report Benefits

Discover how the market performed in the past (in the last 5 years) and how it will perform in the future (in the next 6 years);

Track and identify key market trends and insights on key drivers behind recent market changes;

Strategically assess the competitive position of the main market players;

Evaluate how diversified the market is in terms of competitive intensity, fragmentation, and environment in order to understand competitive threats;

Assess growth potential, opportunities, demand drivers, and challenges on the market;

Quickly and cost-effectively receive a complete strategic analysis of the market;

Improve your pitches and presentations by using verified market data and expert insights;

Make important strategic decisions safely and with confidence;

Receive professional expertise on the market and everything important connected with its development;

Empower your marketing, branding, strategy, product and business development, consumption, and supply functions with valuable market insights;

Build your investment strategy by assessing market attractiveness, country attractiveness, or company attractiveness;

Evaluate the key macroeconomic indicators to get insight into the general trends within the economy and demographics;

Acquire data your competitors might already have and be acting upon.

### Report Users

This market research report is ideal for people who want to gain a comprehensive understanding of the CIS tequila market. Most often these are professionals actively working in the market as:

C-suite executives;

Directors;

Market strategists;

Marketing professionals;

Business development professionals;

Product developers;

Product marketers and strategists;

Product managers;  
Project managers;  
Suppliers;  
Traders.

This report can also bring value to professionals, not actively involved in the market, such as:

Management consultants;  
Investment managers;  
Financial professionals;  
Bank managers;  
M&A managers;  
Auditors.

## Contents

### **INTRODUCTION**

Report description  
Research methodology

### **EXECUTIVE SUMMARY**

### **CHARACTERISTICS OF TEQUILA**

### **STATE OF THE GLOBAL DEMOGRAPHICS AND ECONOMY**

Characteristics of the global demographics in 2020-2024  
Characteristics of the global economy  
Forecast for the development of the global economy in 2025-2027

### **TEQUILA MARKET IN THE CIS COUNTRIES**

Volume, value, and dynamics of the tequila market in the CIS Countries in 2020-2024  
Structure of the tequila market in the CIS Countries by country  
Key recent trends on the tequila market in the CIS Countries  
Competitive landscape of the market  
Key drivers and restraints for the market development in the medium term

### **PRICES OF TEQUILA IN THE CIS COUNTRIES**

Value chain analysis  
Structure of price formation  
Characteristics of the retail prices of tequila in the CIS Countries in 2020-2024

Characteristics of the retail prices of tequila in the CIS Countries by country

## **FOREIGN TRADE OPERATIONS OF TEQUILA IN THE CIS COUNTRIES**

Foreign trade operations of tequila in the CIS Countries in 2020-2024

Foreign trade operations of tequila in the CIS Countries in 2020-2024 by country

## **IMPORTS OF TEQUILA TO THE CIS COUNTRIES**

Volume, value, and dynamics of the imports of tequila to the CIS Countries in 2020-2024

Main countries importing tequila to the CIS Countries

Structure of the imports of tequila to the CIS Countries by country

Average prices of the tequila imported to the CIS Countries

Average prices of the tequila imported to the CIS Countries by country

## **EXPORTS OF TEQUILA FROM THE CIS COUNTRIES**

Volume, value, and dynamics of the CIS exports of tequila in 2020-2024

Structure of the exports of tequila from the CIS Countries by country

Main countries that receive tequila exports from the CIS Countries

Average prices of the tequila exported from the CIS Countries

Average prices of the tequila exported from the CIS Countries by country

## **CONSUMPTION OF TEQUILA IN THE CIS COUNTRIES**

Volume, value, and dynamics of the per capita consumption of tequila in the CIS Countries in 2020-2024 by country

## **FORECAST FOR THE DEVELOPMENT OF THE TEQUILA MARKET IN THE CIS**

*CIS Countries: Tequila Market - Analysis, Size, Trends, Consumption, and Forecast*

## **COUNTRIES IN 2025-2030**

Forecast for market development in the medium term under three possible scenarios



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