



Euromonitor
International

Spirits in the US

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Spirits in the US - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Major categories face challenges

Sazerac closes gap on leader, while Campari evokes Italian travels

Food/drink/tobacco specialists remain dominant due to regulatory restrictions

PROSPECTS AND OPPORTUNITIES

Growth potential in latter part of forecasts period

Tariffs and counter-tariffs to exert strong influence

Likely focus on development of existing portfolios

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

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On-trade vs off-trade split

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MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

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