

Dark Spirits - US - October 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

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“Despite its recent success, the dark spirits category still faces obstacles to becoming more commonplace in consumers’ alcohol routines. Flavor innovation and new products have piqued some interest, but ongoing sales are dependent on consumer loyalty, not just product trial. Manufacturers must emphasize the variety and versatility available from products.”
– Jennifer Zegler, Beverage Analyst

This report looks at the following areas:

- What can inspire more frequent consumption of dark spirits?
- How can manufacturers increase on-premise sales of dark spirits?
- Can brandy and Cognac capitalize on rise of competitive dark spirits?
- How can the segment appeal to drinkers who are inactive in dark spirits?

The dark spirits market has come through the economic downturn with growth in both volume and dollar sales. In 2008, volume sales of dark spirits were nearly 77 million 9-liter cases for \$20.3 billion in sales. By 2013, dark spirits sales are estimated to rise to nearly 82 million 9-liter cases for \$22.3 billion in sales. The category is forecast to continue growing in dollar sales with Mintel predicting \$26 billion in sales in 2018. However, its success hinges upon innovations that address the needs of the dark spirits consumer, not just following along with industry trends, such as sweet flavors.

Driving the category's growth is the increase in consumers' interest in whiskey. The segment's rise has helped to increase sales not only of whiskey, but also growth in cordials and liqueurs. The segment is benefiting from brands that are inspired by or line extensions of whiskey, such as Jack Daniel's Tennessee Honey. However, the additional interest in whiskey, cordials, and liqueurs has yet to boost the brandy and Cognac segment, which has grown from 2008-13, but not at the rates shown in the competitive segments.

The category's positive performance comes during a time when consumers of legal drinking age, especially those aged 22-34, report drinking a variety of alcoholic beverages, not just white spirits. Indeed, dark spirits drinkers are most likely to drink the surveyed segments a few times a month (32%) or less than once a month (27%), which is a similar frequency as shown by white spirits and RTD drinkers, Mintel consumer research finds. Thus, dark spirits manufacturers must cultivate loyalty among consumers who are fond of all alcoholic beverages.

This report builds on the analysis presented in Mintel's *Dark Spirits-U.S., September 2012*. The category also was covered in the following past reports: *Spirits: The Consumer-U.S., September 2011*; *Spirits: The Market-U.S., September 2010*; *Spirits: The Consumer-U.S., August 2010*; *Spirits-U.S., August 2009*; *Premium Brand Alcohol-U.S., March 2008*; *White and Dark Spirits: The Market-February 2007*; and *White and Dark Spirits: The Consumer-U.S., April 2007*.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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