

## Dark Spirits - US - November 2016

Report Price: £3277.28 | \$3995.00 | €3641.38

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"Distilled spirits (both white and dark) have enjoyed a significant (23.9%) growth since 2011, due in no small part to the rapid influx of flavors in the white spirit segment and a surge in interest in tequila. Similar flavor innovation is leading to growth in dark spirits, whiskey and brandy in particular, as Millennial consumers appear significantly interested in novel flavors within the category."

**Billy Roberts, Senior Analyst – Food and Drink**

This report looks at the following areas:

**This report looks at the following areas:**

- Sales growth expected to continue through 2021
- On-premise consumption has room to grow
- Price appears insufficient means of differentiation

### Definition

This Report includes dark spirits sold for home preparation and/or consumption. The following types of dark spirits are analyzed:

- **Whiskey/whisky, which includes the following subsegments: American Kentucky bourbon, American Tennessee whiskey, other American whiskeys (straight, blended, malt, or non-malt), American rye whiskey, Scotch whisky, Irish whiskey, Canadian whisky, White whiskey/moonshine, flavored whiskey.**
- **Brandy and Cognac, as well as Armagnac.**

Market size and forecast data includes both white/light and dark rums. The forecast data displayed in this Report is for the entire distilled spirits category and is the same as the forecast data displayed in the "Market Size and Forecast" section in Mintel's report [White Spirits – US, October 2016](#).

Mintel consumer data focuses on consumer attitudes and behaviors toward dark rum only. Attitudes and behaviors toward white/light spirits are included in Mintel's report [White Spirits – US, October 2016](#).

This report excludes the following categories, which are covered in Mintel's *White Spirits – US, October 2016*:

- Vodka
- Rum
- Tequila
- Gin

**BUY THIS  
REPORT NOW**

**VISIT:**  
[store.mintel.com](http://store.mintel.com)

**CALL:**  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

China  
+86 (21) 6032 7300

APAC  
+61 (0) 2 8284 8100

**EMAIL:**  
[reports@mintel.com](mailto:reports@mintel.com)

### DID YOU KNOW?

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

# Dark Spirits - US - November 2016

Report Price: £3277.28 | \$3995.00 | €3641.38

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### Overview

What you need to know

Definition

### Executive Summary

The issues

Sales growth expected to continue through 2021

Figure 1: Total US sales and fan chart forecast of dark and white distilled spirits, at current prices, 2011-21

On-premise consumption has room to grow

Figure 2: US volume sales of dark and white distilled spirits, off premise vs. on premise, 2011-16

Price appears insufficient means of differentiation

Figure 3: Spirits value, August 2016

The opportunities

Flavor and complexity could fuel dark spirits

Figure 4: Important dark spirits characteristics, August 2016

Older Millennial interest in variety of dark spirit flavors

Figure 5: Dark spirits flavors, by Millennial generation, August 2016

Craft definition varies

Figure 6: Craft spirits defined, August 2016

What it means

### The Market – What You Need to Know

Distilled spirit growth to continue

Whiskey leads dark spirit consumption

Potential for on-premise to grow

### Market Size and Forecast

Historic and projected sales performance

Figure 7: Total US sales and fan chart forecast of dark and white distilled spirits, at current prices, 2011-21

Figure 8: Total US sales and forecast of on and off-premise dark and white distilled Spirits, at current prices, 2011-21

### Market Breakdown

Volume growth to continue, though slower

Figure 9: Total US volume sales and fan chart forecast of dark spirits, in nine-liter cases, 2011-21

Figure 10: Sales of dark spirits, by volume, 2011-21

Whiskey leads segments, with brandy/Cognac growing

Figure 11: Volume Sales of dark spirits, by segment, 2011-21

Whiskey segments continue to grow

Figure 12: Sales of whiskey, by segment, 2011-16

Strong growth for brandy, Cognac, Armagnac to slow

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Dark Spirits - US - November 2016

Report Price: £3277.28 | \$3995.00 | €3641.38

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 13: US volume sales of brandy/Cognac/Armagnac, 2011-21

## Market Perspective

Majority of white spirits drinkers also drink dark spirits

Figure 14: White spirits consumption, by dark spirits consumption, August 2016

On-premise consumption has room to grow

Figure 15: US volume sales of dark and white distilled spirits, off premise vs. on premise, 2011-16

## Market Factors

On-premise offerings may influence off-premise selections

Figure 16: Away-from-home new drink trial motivators, by gender, February 2016

Millennial, iGeneration populations have positive growth

Figure 17: Population by generation, percentage change, 2011-21

Hispanic, Asian populations expect to see growth

Figure 18: Population by race and Hispanic origin, 2011-21

Overlap between Millennials, acculturated Hispanics, and parents

Millennials as parents

Figure 19: Households with own children, by age of householder, 2013

Hispanics as parents

Figure 20: Households with own children, by Hispanic origin of householder, 2013

Hispanic Millennials

Figure 21: Generations, by Hispanic origin, 2016

## Key Players – What You Need to Know

Premium offerings impacting leading whiskey brands

Flavor fueling dark rums

Niche attributes benefit brandies

Leveraging production methods to communicate authenticity

## Leading Companies and Brands – Whiskey/Whisky

Jack Daniel's holds steady, as Maker's Mark rises

Figure 22: Bourbon, blended whiskey/rye consumption in the last 30 days, by brands, trended 2012-16

Flavor options from Crown Royal

Figure 23: Irish whiskey/Scotch whisky/ Canadian whiskey consumption in the last 30 days, by brands, trended 2012-16

## Leading Companies and Brands – Dark Rum

Captain leads dark rum, but growth appears stagnant

Figure 24: Dark rum consumption in the last 30 days, by brands, trended 2012-16

Figure 25: Captain Morgain Jack-O'Blast Pumpkin Spiced Rum

## Leading Companies and Brands – Brandy

Brandy options leverage premium positioning and added flavors

Figure 26: Brandy consumption in the last 30 days, by brands, trended 2012-16

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

## Dark Spirits - US - November 2016

Report Price: £3277.28 | \$3995.00 | €3641.38

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

### What's Working?

Hitting the Maker's Mark

Small batch

Figure 27: Maker's Mark bourbon whiskey

### What's Struggling?

Christian Brothers attempts to counter loss with more flavor

Figure 28: Christian Brothers Apple Brandy

Lack of category focus impacts Seagram's

Figure 29: Seagram's Hard Soda

### What's Next?

Novel flavors separating dark spirits from the pack

Figure 30: Rebel Yell Root Beer Whiskey

Leveraging production methods

Figure 31: Dark spirit launches leveraging production methods

### The Consumer – What You Need to Know

Rum consumption trails other dark spirits

Age related to dark spirit consumption

Rum consumption could leverage on-premise behaviors

Age related to brandy consumption

Dark spirit consumption trails white

Flavor key to dark spirit selection

If interested in a flavored dark spirit, consumers seek spiced and fruit options

Experience influencing Older Millennial consumption

Price and dark spirits

Craft opinion differs by age

### Dark Spirit Consumption

Whiskey/whisky consumption leads category

Figure 32: Dark spirits consumption - Any consumption, August 2016

Consumers drink multiple types of Dark spirits

Figure 33: Dark spirits consumption, by dark spirits consumption, August 2016

Income strongly related to dark spirit consumption

Figure 34: Dark spirits consumption, any consumption, by household income, August 2016

Older Millennials drink wide variety of dark spirits

Figure 35: Dark spirits repertoire, August 2016

### Whiskey/Whisky Consumer

American Tennessee whiskey leading whiskey/whisky type

Figure 36: Dark spirits consumption – Whiskey/whisky, August 2016

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

## Dark Spirits - US - November 2016

Report Price: £3277.28 | \$3995.00 | €3641.38

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Whiskey/whisky with soda leading drink form

Figure 37: Whiskey/whisky drink form, August 2016

Figure 38: Whiskey/whisky drink form, by Millennial generations, August 2016

### Dark Rum Consumer

Spiced rum most popular dark rum type

Figure 39: Dark spirits consumption – Dark rum, August 2016

Soda and dark rum leading drink form

Figure 40: Dark rum drink form, August 2016

Older Millennials drink the greater variety of dark rum drink forms

Figure 41: Dark rum drink form, by Millennial generations, August 2016

### Brandy Consumer

Cognac leading brandy type

Figure 42: Dark spirits consumption – Brandy, August 2016

Older Millennials drink brandy with a mixer, in a cocktail

Figure 43: Brandy drink form, by Millennial generations, August 2016

### Dark versus White Spirits Consumption

Majority drink more white spirits than dark

Figure 44: Dark versus white spirits consumption, August 2016

Non-fathers drink more dark spirits than white

Figure 45: Dark versus white spirits consumption - More dark spirits than white spirits, by demographics, August 2016

### Important Dark Spirits Characteristics

Flavor leading attribute important in dark spirits selection

Figure 46: Important dark spirits characteristics, August 2016

Lower importance in whiskey/whisky mash type, blend, malt

Figure 47: Important dark spirits characteristics – Whiskey/whisky, August 2016

Fathers have greater awareness of dark spirits attributes

Figure 48: Important dark spirits characteristics, by gender and parental status with children under 18 in the household, August 2016

### Dark Spirits Flavors

Drinkers prefer spiced, fruit, unflavored dark spirits

Figure 49: Dark spirits flavors, August 2016

Baby Boomers drive preferences for unflavored dark spirits

Figure 50: Dark spirits flavors – None of the above, I prefer unflavored, by generation, August 2016

Older Millennials interest in variety of dark spirits flavors

Figure 51: Dark spirits flavors, by Millennial generation, August 2016

Fathers stand out for fruit preferences, mothers prefer sweetened, vanilla

Figure 52: Dark spirits flavors, by gender and parental status with child(ren) under 18 in the household, August 2016

### Spirits Behaviors

BUY THIS  
REPORT NOW

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Dark Spirits - US - November 2016

**Report Price:** £3277.28 | \$3995.00 | €3641.38

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Socialization, relaxation leading reasons to drink dark spirits

Figure 53: Spirits behaviors, by dark versus white spirits consumption, August 2016

Older Millennials looking for new experiences

Figure 54: Spirits behaviors, by Millennial generations, August 2016

Parents less likely to drink for socialization, relaxation than non-parents

Figure 55: Spirits behaviors, by gender and parental status with child(ren) under 18 in the household, August 2016

## Spirits' Value Defined

Consumers define value, mid-range, premium, and super-premium prices

Figure 56: Spirits value, August 2016

Millennials drive up price points

Figure 57: Spirits value, by white versus dark spirits consumption - Mostly/only white spirits drinkers, August 2016

Preferred spirits pricing varies with age

Figure 58: Spirits behaviors - Price point preferences, by generation, August 2016

Mid-range, premium priced spirits preferred

Figure 59: Spirits behaviors, by white versus dark spirits consumption, August 2016

## Craft Spirits Defined

Craft definition differs with age

Non-Millennials define craft as being made in small batches

Older Millennials driven by premium ingredients

Younger Millennials look for unique qualities

Figure 60: Craft spirits defined, August 2016

## Appendix - Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Abbreviations and terms

Abbreviations

Terms

## Appendix - Market

Figure 61: Total US sales and forecast of on and off-premise dark and white distilled spirits, at inflation-adjusted prices, 2011-21

Figure 62: US volume sales of dark spirits, by segment, 2014 and 2016

Figure 63: Total US volume sales of whiskey/whisky, 2011-21

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)