



# Spirits in the US

June 2024

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## Spirits in the US - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Spirits volumes flat despite headwinds

Spirits presents a wide spectrum of performances – some shine, some fizzle

Premiumisation significantly reduces amidst economic challenges

#### PROSPECTS AND OPPORTUNITIES

Spirits will continue to be resilient in the face of generational changes

Premiumisation and value-seeking will be key strategies in spirits

Non alcoholic spirits remains small, but is gaining a foothold

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

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