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Mezcal Market Research Report - Forecast till 2027

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Description:

Mezcal Market Overview

Mezcal Market size was valued at approximately USD 1,136.52 Million by 2027 and is anticipated to register a CAGR of 11.3% between 2020 and 2027.

The difference between them is how they are cooked to make the beverage. Mezcal is prepared from the various types of agave, and the plants are mostly found in parts of Mexico. The agave plant-based liquor is increasing significantly and is expected to register growth in the forecast period. The sudden change of taste and preference makes the manufacturers add natural and organic products to alcohol-based drinks. Millennials largely depend on alcohol as the main factor for market growth. The large consumer base encourages manufacturers to expand their geographical presence and spread worldwide. Premiumization is one of the reasons for the good establishment of the mezcal market. People are shifting focus from tequila to Mezcal due to premium, organic, and priced products. Premium products provided by the manufacturers have led to the accumulation of newer consumers for the market growth. Consumers shifting their minds from price and concentrating on luxury is one of the important aspects of the Mezcal Market growth. The growing demand for an alcoholic beverages and shifting to a lifestyle change is exhibiting growth.

COVID-19 Analysis

Due to pandemics, many business segments faced issues, especially the markets serving in the online and in-store mediums. The covid change harms the behavior of consumers purchasing the commodities. The mezcal market is available in-store, and in the online market, the online market increased growth whereas the in-store segment went through some losses due to shutdown and guidelines to not move outside to lessen the effect of the COVID19. The food and beverage industry was one of the most affected markets during the pandemic due to the disruption in manufacturing and raw material supply. China was the hub for manufacturing different raw materials, but the markets got affected due to the severe effect on the region. The traveling disruption affects the manufacturing industry as the business plans and collaborations are getting affected. Although with the improvement in the situation, the Market is gaining its pace and will expand in the forecast period.

Chief Factors Existing In The Market

Key Market Drivers

The increase in disposable income in different countries is turning the shift towards consuming luxurious alcohol and other beverages. The increase in the purchasing power among the consumers, the increase of millennials and the GEN Z population, and other factors act as the market's drivers. Manufacturers are acquiring different effective business strategies, leading to the Mezcal Market's increase. The consumer's awareness of the consumption of premium and organic products is also fueling the market. Several e-commerce mediums and celebrities endorsing the product also boost the Market. Consumers who prefer Mezcal compared to other tequila products increase market value. The digesting factor and the ability to control and maintain the blood sugar level and check on the cholesterol is another factor for the market's growth.

Market Challenges

The aim to achieve fully sustainable agave by the stakeholders is one of the key challenges for the market growth. They collaborate with several producers and local farmers to improve the market value. The burning of wood for the production of Mezcal is affecting timber production, which acts as a challenging factor for further growth of the market.

Market Opportunities

The stakeholders targeting the high-end restaurants, luxurious hotels and cafes and resto-bars to boost sales form a new opportunity for the market. Millennials' inclination towards expensive products is creating ample opportunities for the market. Promotional strategies made by the production and celebrities collaborating for the ad open up new opportunities for the market to steadily reach the targeted number of consumers.

Market Restraints

The high price of the availability of the Mezcal is acting as a restraining factor for the market. Whereas other alcoholic drinks are not that costly compared to it. Due to the price range in hotels and bars, the bartenders combine tequila with the Mezcal, reducing the Mezcal Market Value. The increased consumption of the Mezcal is affecting the farming process of the agave as it is due to the Mezcal; the farmers are experiencing in shortage of the Mezcal. The government regulation in several countries does not allow the selling of the Mezcal that, limits the market.

Cumulative Evaluation Of The Market

the Mezcal Market shows several opportunities and development for the market. The cumulative evaluation of the market depicts the future of the market. Mezcal is an alcohol-based drink that all age range consumers acquire. The market was not affected by the pandemic that badly as the in-store availability of the Mezcal was increasing the market. The different drivers and opportunities of the Market Trends push them towards growth. The market is also facing several challenges but is coping with them by developing different strategies. The restraining factor of the Mezcal is limiting the market; however, it is expected that the market will cross all the hurdles in the upcoming period.

Market Segmentation

The Mezcal Market is segmented into product type and distribution channel.

By product type

The Mezcal Market is divided into Jovel, reposado, and Anejo based on the segment product type. In 2019, it registered the largest market share and will grow in the forecast period as the novel mezcal is available easily and is more popular than any other segment. Other segments such as reposado and Anejo have a lifespan of nine months to one year. In contrast, the Joven mezcal lifespan is maximum months, due to which it accounts highest market share in the mezcal market.

By distribution channel

The Mezcal Market is divided into store-based and non-store-based based on the distribution channel segment. The store-based further bifurcated into supermarkets and hypermarkets, specialty stores and others. The store-based segment accounts for more growth due to the availability of the Mezcal in the store-based distribution channels. Most of the Mezcal is sold by store-based retailers. According to the Market Forecast, the market will experience the required market position.

Regional Analysis

The Mezcal Market is studied in North America, Europe, Asia Pacific and other parts of the world. According to the Market Analysis, in 2018, the consumption of Mezcal increased by 28% . in 2019, the North American region held the largest market share due to the consumption of agave-based spirits in the US. The main reason North America dominates the market is the recent generation consuming authentic flavors of alcohol. Growing consumer demand for consumption of the Mezcal in Europe drives the market towards growth. In Europe, through different festivals such as tequila and mezcal fest and London mezcal week, the region got aware of the Mezcal, and the value of the mezcal market increased and is expected to grow further in the forecast period. The presence of a huge millennial population and availability of various flavored-based alcohol in the region like china and japan is anticipated to create ample opportunities for the market. The mezcal market will expand in the region of Asia pacific. South America, the middle east, and the African region are economically emerging countries to boost market growth. An increase in disposable income and demand for premium alcohol in the region increases Market Value.

Competitive Intensity Within The Industry

The key players of the Mezcal Market play an important role in the growing Market size. The market is highly competitive due to the presence in different regions and several market players affecting the growth in those regions. The small and huge market players are dominating the Market Share. The players carry out different strategies and opportunities that would positively impact the market size. Some of the major players those are accelerating the market are

- Brown-Forman corporation
- Diageo Plc
- Davide Campari-milano S.p.A
- Craft distillers
- Pernod Ricard
- Bacardi Ltd.
- El Silencio Holding
- Rey Campero
- William Grant and Sons Ltd

Recent Market Developments

- Unite Us Group announces Mezcal Lauderdale, a three-day mezcal festival celebrating tequila's sometimes smoky cousin.
- The Us sales of Mezcal have increased by 50% over the past three years and will top \$1 billion by 2027. The Mezcal is produced from the agave plant and gives a smoky taste.

Report Overview

The report of the Mezcal Market covers all the necessary information. Different drivers and restraining factors are impacting the market positively and negatively. The report contains information that will increase the market value. Each segment is acting towards market growth. The segment that holds the largest CAGR is studied on the market. The market players are investing in the Mezcal Market to improve the Market Outlook. It is expected that the market will be in demand in the forecast period.

Key Industrial Segments

By product type

- Joven
- Anejo
- Reposado

By distribution channel

- Store-based

- Supermarkets and hypermarkets
- Specialty stores
- others

- Non-store-based

Table of Content:

Contents

Table of Contents

1. EXECUTIVE SUMMARY

2. MARKET INTRODUCTION

2.1. Market Definition

2.2. Scope of the Study

2.2.1. Research Objectives

2.2.2. Assumptions & Limitations

2.3. Market Structure

3. MARKET RESEARCH METHODOLOGY

3.1. Research Process

3.2. Secondary Research

3.3. Primary Research

3.4. Forecast Model

4. MARKET LANDSCAPE

4.1. Supply Chain Analysis

4.1.1. Raw Material Suppliers

4.1.2. Manufacturers/Producers

4.1.3. Distributors/Retailers/Wholesalers/E-Commerce

4.2. Porter's Five Forces Analysis

4.2.1. Threat of New Entrants

4.2.2. Bargaining Power of Buyers

4.2.3. Bargaining Power of Suppliers

4.2.4. Threat of Substitutes

4.2.5. Internal Rivalry

4.3. Impact of Covid-19 Outbreak on Global Mezcal Market

5. MARKET DYNAMICS OF THE GLOBAL MEZCAL MARKET

5.1. Introduction

5.2. Drivers

5.3. Restraints

5.4. Opportunities

5.5. Challenges

6. GLOBAL MEZCAL MARKET, BY PRODUCT TYPE

6.1. Introduction

6.2. Joven

6.2.1. Market Estimates & Forecast, 2020–2027

6.2.2. Market Estimates & Forecast, by Region, 2020–2027

6.3. Reposado

6.3.1. Market Estimates & Forecast, 2020–2027

6.3.2. Market Estimates & Forecast, by Region, 2020–2027

6.4. Anejo

6.4.1. Market Estimates & Forecast, 2020–2027

6.4.2. Market Estimates & Forecast, by Region, 2020–2027

7. GLOBAL MEZCAL MARKET, BY DISTRIBUTION CHANNEL

7.1. Introduction

7.2. Store-Based

7.2.1. Market Estimates & Forecast, 2020–2027

7.2.2. Market Estimates & Forecast, by Region, 2020–2027

7.2.3. Supermarkets & Hypermarkets

7.2.3.1. Market Estimates & Forecast, 2020–2027

7.2.3.2. Market Estimates & Forecast, by Region, 2020–2027

7.2.4. Specialty Stores

7.2.4.1. Market Estimates & Forecast, 2020–2027

7.2.4.2. Market Estimates & Forecast, by Region, 2020–2027

7.2.5. Others

7.2.5.1. Market Estimates & Forecast, 2020–2027

7.2.5.2. Market Estimates & Forecast, by Region, 2020–2027

7.3. Non-Store-Based

7.3.1. Market Estimates & Forecast, 2020–2027

7.3.2. Market Estimates & Forecast, by Region, 2020–2027

8. GLOBAL MEZCAL MARKET, BY REGION

8.1. Introduction

8.2. North America

8.2.1. Market Estimates & Forecast, 2020–2027

8.2.2. Market Estimates & Forecast, by Product Type, 2020–2027

8.2.3. Market Estimates & Forecast, by Distribution Channel, 2020–2027

8.2.4. Market Estimates & Forecast, by Country, 2020–2027	
8.2.5. US	
8.2.5.1. Market Estimates & Forecast, by Product Type, 2020–2027	
8.2.5.2. Market Estimates & Forecast, by Distribution Channel, 2020–2027	
8.2.6. Canada	
8.2.6.1. Market Estimates & Forecast, by Product Type, 2020–2027	
8.2.6.2. Market Estimates & Forecast, by Distribution Channel, 2020–2027	
8.2.7. Mexico	
8.2.7.1. Market Estimates & Forecast, by Product Type, 2020–2027	
8.2.7.2. Market Estimates & Forecast, by Distribution Channel, 2020–2027	
8.3. Europe	
8.3.1. Market Estimates & Forecast, 2020–2027	
8.3.2. Market Estimates & Forecast, by Product Type, 2020–2027	
8.3.3. Market Estimates & Forecast, by Distribution Channel, 2020–2027	
8.3.4. Market Estimates & Forecast, by Country, 2020–2027	
8.3.5. Germany	
8.3.5.1. Market Estimates & Forecast, by Product Type, 2020–2027	
8.3.5.2. Market Estimates & Forecast, by Distribution Channel, 2020–2027	
8.3.6. UK	
8.3.6.1. Market Estimates & Forecast, by Product Type, 2020–2027	
8.3.6.2. Market Estimates & Forecast, by Distribution Channel, 2020–2027	
8.3.7. France	
8.3.7.1. Market Estimates & Forecast, by Product Type, 2020–2027	
8.3.7.2. Market Estimates & Forecast, by Distribution Channel, 2020–2027	
8.3.8. Spain	
8.3.8.1. Market Estimates & Forecast, by Product Type, 2020–2027	
8.3.8.2. Market Estimates & Forecast, by Distribution Channel, 2020–2027	
8.3.9. Italy	
8.3.9.1. Market Estimates & Forecast, by Product Type, 2020–2027	
8.3.9.2. Market Estimates & Forecast, by Distribution Channel, 2020–2027	
8.3.10. Rest of Europe	
8.3.10.1. Market Estimates & Forecast, by Product Type, 2020–2027	
8.3.10.2. Market Estimates & Forecast, by Distribution Channel, 2020–2027	
8.4. Asia-Pacific	
8.4.1. Market Estimates & Forecast, 2020–2027	
8.4.2. Market Estimates & Forecast, by Product Type, 2020–2027	
8.4.3. Market Estimates & Forecast, by Distribution Channel, 2020–2027	
8.4.4. Market Estimates & Forecast, by Country, 2020–2027	
8.4.5. China	
8.4.5.1. Market Estimates & Forecast, by Product Type, 2020–2027	
8.4.5.2. Market Estimates & Forecast, by Distribution Channel, 2020–2027	
8.4.6. Japan	
8.4.6.1. Market Estimates & Forecast, by Product Type, 2020–2027	
8.4.6.2. Market Estimates & Forecast, by Distribution Channel, 2020–2027	
8.4.7. India	
8.4.7.1. Market Estimates & Forecast, by Product Type, 2020–2027	
8.4.7.2. Market Estimates & Forecast, by Distribution Channel, 2020–2027	
8.4.8. Australia & New Zealand	
8.4.8.1. Market Estimates & Forecast, by Product Type, 2020–2027	
8.4.8.2. Market Estimates & Forecast, by Distribution Channel, 2020–2027	
8.4.9. Rest of Asia-Pacific	
8.4.9.1. Market Estimates & Forecast, by Product Type, 2020–2027	
8.4.9.2. Market Estimates & Forecast, by Distribution Channel, 2020–2027	
8.5. Rest of the World	
8.5.1. Market Estimates & Forecast, 2020–2027	
8.5.2. Market Estimates & Forecast, by Product Type, 2020–2027	
8.5.3. Market Estimates & Forecast, by Distribution Channel, 2020–2027	
8.5.4. Market Estimates & Forecast, by Region, 2020–2027	
8.5.5. South America	
8.5.5.1. Market Estimates & Forecast, by Product Type, 2020–2027	
8.5.5.2. Market Estimates & Forecast, by Distribution Channel, 2020–2027	
8.5.6. Middle East	
8.5.6.1. Market Estimates & Forecast, by Product Type, 2020–2027	
8.5.6.2. Market Estimates & Forecast, by Distribution Channel, 2020–2027	
8.5.7. Africa	
8.5.7.1. Market Estimates & Forecast, by Product Type, 2020–2027	
8.5.7.2. Market Estimates & Forecast, by Distribution Channel, 2020–2027	
9. COMPETITIVE LANDSCAPE	
9.1. Introduction	
9.2. Market Strategy	
9.3. Key Development Analysis	
(Expansions/Mergers & Acquisitions/Joint Ventures/New Product Developments/Agreements/Investments)	
10. COMPANY PROFILES	
10.1. Davide Campari-Milano S.p.A.	
10.1.1. Company Overview	
10.1.2. Financial Updates	
10.1.3. Product/Business Segment Overview	
10.1.4. Strategies	
10.1.5. Key Developments	
10.1.6. SWOT Analysis	
10.2. Bacardi Ltd.	
10.2.1. Company Overview	
10.2.2. Financial Updates	
10.2.3. Product/Business Segment Overview	
10.2.4. Strategies	
10.2.5. Key Developments	
10.2.6. SWOT Analysis	
10.3. Craft Distillers	
10.3.1. Company Overview	
10.3.2. Financial Updates	
10.3.3. Product/Business Segment Overview	
10.3.4. Strategies	
10.3.5. Key Developments	

10.3.6. SWOT Analysis	
10.4. Familia Camarena Tequila	
10.4.1. Company Overview	
10.4.2. Financial Updates	
10.4.3. Product/Business Segment Overview	
10.4.4. Strategies	
10.4.5. Key Developments	
10.4.6. SWOT Analysis	
10.5. Brown-Forman Corporation	
10.5.1. Company Overview	
10.5.2. Financial Updates	
10.5.3. Product/Business Segment Overview	
10.5.4. Strategies	
10.5.5. Key Developments	
10.5.6. SWOT Analysis	
10.6. Diageo Plc.	
10.6.1. Company Overview	
10.6.2. Financial Updates	
10.6.3. Product/Business Segment Overview	
10.6.4. Strategies	
10.6.5. Key Developments	
10.6.6. SWOT Analysis	
10.7. Pernod Ricard	
10.7.1. Company Overview	
10.7.2. Financial Updates	
10.7.3. Product/Business Segment Overview	
10.7.4. Strategies	
10.7.5. Key Developments	
10.7.6. SWOT Analysis	
10.8. William Grant & Sons Ltd	
10.8.1. Company Overview	
10.8.2. Financial Updates	
10.8.3. Product/Business Segment Overview	
10.8.4. Strategies	
10.8.5. Key Developments	
10.8.6. SWOT Analysis	
10.9. Rey Campero	
10.9.1. Company Overview	
10.9.2. Financial Updates	
10.9.3. Product/Business Segment Overview	
10.9.4. Strategies	
10.9.5. Key Developments	
10.9.6. SWOT Analysis	
10.10. El Silencio Holdings	
10.10.1. Company Overview	
10.10.2. Financial Updates	
10.10.3. Product/Business Segment Overview	
10.10.4. Strategies	
10.10.5. Key Developments	
10.10.6. SWOT Analysis	

11. CONCLUSION

LIST OF TABLES

TABLE 1 Global Mezcal Market, by Region, 2020–2027 (USD Million)	
TABLE 2 Global Mezcal Market, by Product Type, 2020–2027 (USD Million)	
TABLE 3 Global Mezcal Market, by Distribution Channel, 2020–2027 (USD Million)	
TABLE 4 North America: Mezcal Market, by Country, 2020–2027 (USD Million)	
TABLE 5 North America: Mezcal Market, by Product Type, 2020–2027 (USD Million)	
TABLE 6 North America: Mezcal Market, by Distribution Channel, 2020–2027 (USD Million)	
TABLE 7 US: Mezcal Market, by Product Type, 2020–2027 (USD Million)	
TABLE 8 US: Mezcal Market, by Distribution Channel, 2020–2027 (USD Million)	
TABLE 9 Canada: Mezcal Market, by Product Type, 2020–2027 (USD Million)	
TABLE 10 Canada: Mezcal Market, by Distribution Channel, 2020–2027 (USD Million)	
TABLE 11 Mexico: Mezcal Market, by Product Type, 2020–2027 (USD Million)	
TABLE 12 Mexico: Mezcal Market, by Distribution Channel, 2020–2027 (USD Million)	
TABLE 13 Europe: Mezcal Market, by Country, 2020–2027 (USD Million)	
TABLE 14 Europe: Mezcal Market, by Product Type, 2020–2027 (USD Million)	
TABLE 15 Europe: Mezcal Market, by Distribution Channel, 2020–2027 (USD Million)	
TABLE 16 Germany: Mezcal Market, by Product Type, 2020–2027 (USD Million)	
TABLE 17 Germany: Mezcal Market, by Distribution Channel, 2020–2027 (USD Million)	
TABLE 18 France: Mezcal Market, by Product Type, 2020–2027 (USD Million)	
TABLE 19 France: Mezcal Market, by Distribution Channel, 2020–2027 (USD Million)	
TABLE 20 Italy: Mezcal Market, by Product Type, 2020–2027 (USD Million)	
TABLE 21 Italy: Mezcal Market, by Distribution Channel, 2020–2027 (USD Million)	
TABLE 22 Spain: Mezcal Market, by Product Type, 2020–2027 (USD Million)	
TABLE 23 Spain: Mezcal Market, by Distribution Channel, 2020–2027 (USD Million)	
TABLE 24 UK: Mezcal Market, by Product Type, 2020–2027 (USD Million)	
TABLE 25 UK: Mezcal Market, by Distribution Channel, 2020–2027 (USD Million)	
TABLE 26 Rest of Europe: Mezcal Market, by Product Type, 2020–2027 (USD Million)	
TABLE 27 Rest of Europe: Mezcal Market, by Distribution Channel, 2020–2027 (USD Million)	
TABLE 28 Asia-Pacific: Mezcal Market, by Country, 2020–2027 (USD Million)	
TABLE 29 Asia-Pacific: Mezcal Market, by Product Type, 2020–2027 (USD Million)	
TABLE 30 Asia-Pacific: Mezcal Market, by Distribution Channel, 2020–2027 (USD Million)	
TABLE 31 China: Mezcal Market, by Product Type, 2020–2027 (USD Million)	
TABLE 32 China: Mezcal Market, by Distribution Channel, 2020–2027 (USD Million)	
TABLE 33 India: Mezcal Market, by Product Type, 2020–2027 (USD Million)	
TABLE 34 India: Mezcal Market, by Distribution Channel, 2020–2027 (USD Million)	
TABLE 35 Japan: Mezcal Market, by Product Type, 2020–2027 (USD Million)	
TABLE 36 Japan: Mezcal Market, by Distribution Channel, 2020–2027 (USD Million)	
TABLE 37 Rest of Asia-Pacific: Mezcal Market, by Product Type, 2020–2027 (USD Million)	
TABLE 38 Rest of Asia-Pacific: Mezcal Market, by Distribution Channel, 2020–2027 (USD Million)	
TABLE 39 Rest of the World (RoW): Mezcal Market, by Region, 2020–2027 (USD Million)	
TABLE 40 Rest of the World (RoW): Mezcal Market, by Product Type, 2020–2027 (USD Million)	
TABLE 41 Rest of the World (RoW): Mezcal Market, by Distribution Channel, 2020–2027 (USD Million)	

TABLE 42 South America: Mezcal Market, by Product Type, 2020–2027 (USD Million)
TABLE 43 South America: Mezcal Market, by Distribution Channel, 2020–2027 (USD Million)
TABLE 44 Middle East: Mezcal Market, by Product Type, 2020–2027 (USD Million)
TABLE 45 Middle East: Mezcal Market, by Distribution Channel, 2020–2027 (USD Million)
TABLE 46 Africa: Mezcal Market, by Product Type, 2020–2027 (USD Million)
TABLE 47 Africa: Mezcal Market, by Distribution Channel, 2020–2027 (USD Million)
LIST OF FIGURES
FIGURE 1 Global Mezcal Market Segmentation
FIGURE 2 Forecast Research Methodology
FIGURE 3 Five Forces Analysis of the Global Mezcal Market
FIGURE 4 Value Chain of the Global Mezcal Market
FIGURE 5 Share of the Global Mezcal Market in 2020, by Country (%)
FIGURE 6 Global Mezcal Market, by Region, 2020–2027,
FIGURE 7 Global Mezcal Market Size, by Product Type, 2020
FIGURE 8 Share of the Global Mezcal Market, by Product Type, 2020–2027 (%)
FIGURE 9 Global Mezcal Market Size, by Distribution Channel, 2018
FIGURE 10 Share of the Global Mezcal Market, by Distribution Channel, 2020–2027 (%)