

Tequila Market 2021-26: Size, Share, Trends, Industry Research Report, Growth Opportunities and Competitive Analysis

SHERIDAN, WY, USA, October 18, 2021 /EINPresswire.com/ -- According to IMARC Group's latest report, titled "[Tequila Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2021-2026](#)", the global tequila market reached a value of US\$ 10.8 Billion in 2020. Looking forward, the market value is projected to reach US\$ 25.4 Billion by 2026, growing at a CAGR of 14.4% during 2021-2026.



As the novel coronavirus (COVID-19) crisis takes over the world, we are continuously tracking the changes in the markets, as well as the purchase behaviors of the consumers globally—our estimates about the latest market trends and forecast values after considering the impact of this pandemic. These observations will be integrated into the report.

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Tequila is a distilled alcoholic beverage manufactured from the Agave Tequilana plant. It is fermented with sweeteners, such as glucose and fructose, and contains artificial flavoring additives. The alcohol content, flavor, and color of tequila generally depend on the duration of the aging process. Consuming tequila in moderate quantity helps in [digestion](#), improving probiotic levels, enhancing the absorption of calcium and magnesium, and supporting healthy microbes in intestines. This alcoholic beverage has gained traction among the urbanized and millennial population as it is used as the main ingredient in several cocktails.

Market Trends and Drivers:

The prevalent trend of cocktail culture across the globe in both outside and in-house parties is

augmenting the tequila market growth. Moreover, improving consumer living standards supported by their inflating income levels have led to an increase in the sales of ultra-premium and exclusive handcrafted tequila variants worldwide. Additionally, the leading manufacturers are emphasizing on producing innovative variants using natural [ingredients](#), such as lemon, coconut tangerine, strawberry, pineapple, mango, and pear, to expand their product portfolio. They are also offering canned tequila cocktails that allow on-the-go consumption of the beverage, thereby propelling the growth of the market.

Tequila Market 2021-2026 Competitive Analysis and Segmentation:

Competitive Landscape With Key Players:

The competitive landscape of the tequila market has been studied in the report with the detailed profiles of the key players operating in the market.

Some of these key players include:

- Dos Lunas
- Bacardi Limited
- Jose Cuervo
- Brown-Forman
- Ambhar Tequila
- El Agave Artesanal
- Beam Suntory Inc. (Suntory Beverage & Food Ltd)
- Tequila Arette
- El Grado Tequila

Key Market Segmentation:

The report has segmented the global tequila market on the basis of product type, purity, price range, distribution channel and region.

Breakup by Product Type:

- Blanco
- Joven
- Mixto Gold
- Reposado
- Anejo
- Extra Anejo

Breakup by Purity:

100% Tequila

60% Tequila

Breakup by Price Range:

Premium Tequila

Value Tequila

Premium and Super-Premium Tequila

Ultra-Premium Tequila

Breakup by Distribution Channel:

Off-Trade

Supermarkets and Hypermarkets

Discount Stores

Online Stores

Others

On-Trade

Restaurants and Bars

Liquor Stores

Others

Breakup by Region:

North America

Asia Pacific

Europe

Latin America

Middle East and Africa

Explore Full Report with TOC & List of Figure: <https://www.imarcgroup.com/prefeasibility-report-tequila-manufacturing-plant>

Key Highlights of the Report:

Market Performance (2015-2020)

Market Outlook (2021-2026)

Porter's Five Forces Analysis

Market Drivers and Success Factors

SWOT Analysis

The Impact of COVID-19 on the Global Market

Value Chain Analysis

Structure of the Global Market

Comprehensive mapping of the competitive landscape

If you need specific information that is not currently within the scope of the report, we will provide it to you as a part of the customization.

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