

Mezcal Market to Hit USD 1.3 Billion by 2035 Amid Soaring Global Demand for Artisanal Spirits | FMI

The Mezcal market is experiencing strong growth, driven by rising consumer interest in artisanal and premium alcoholic beverages.

NEWARK, DE, UNITED STATES, May 29, 2025 /EINPresswire.com/ -- The global [mezcal market](#) is on a strong upward trajectory, projected to expand from USD 640 million in 2025 to USD 1.3 billion by 2035, registering a CAGR of 7.4% during the forecast period. This growth is primarily fueled by increasing consumer interest in artisanal, small-batch, and premium spirits, driven by changing taste preferences, global cocktail culture, and rising disposable incomes in emerging economies.



Mezcal Market

Mezcal, a traditional Mexican spirit distilled from various agave species (excluding blue agave), is deeply rooted in cultural heritage and artisanal craftsmanship. While Oaxaca remains the epicenter of production, the beverage is gaining worldwide traction, particularly in the U.S., Canada, Japan, and across Europe. The surge in demand has led to the emergence of several craft distilleries globally, underscoring a larger trend toward premiumization and authenticity in the [alcoholic beverages market](#).

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Rising global demand for artisanal spirits is fueling a fiery comeback for mezcal—authentic, smoky, and rooted in tradition, it's the next big wave in premium beverage experiences.”

Nandini Roy Chaudhari

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Craft and Premium Mezcal Leading Market Expansion

The increasing demand for premium artisanal mezcal is shaping the future of the global market. Consumers, especially millennials and Gen Z, are opting for small-batch, craft distilleries that emphasize heritage, transparency, and authenticity. Craft mezcal sales in the United States have experienced a noticeable uptick, fueled by growing awareness of the Oaxacan mezcal production tradition and the unique characteristics of agave varieties.

As a result, top mezcal brands driving market growth are focusing on storytelling, regional identity, and traditional distillation techniques that appeal to conscious consumers. The demand for organic mezcal is also on the rise, with producers investing in sustainable agave farming and eco-friendly packaging innovations to strengthen their brand positioning.

Changing Consumer Preferences and Market Dynamics

Consumers are increasingly drawn to the differences between mezcal and tequila, appreciating mezcal's smoky character and artisanal production process. The growing consumer preference trends for mezcal over tequila indicate a broader shift toward unique, experiential drinking options.

Moreover, the impact of sustainability on mezcal production is becoming a central theme. Brands are adopting regenerative agriculture, limiting overharvesting of wild agave, and improving worker welfare. These measures resonate with modern consumers who are prioritizing sustainability, origin transparency, and ethical production.

Competitive Landscape and Strategic Developments

The competitive landscape of key mezcal manufacturers is marked by strategic partnerships, innovation in branding, and diversification of product portfolios. Several producers are launching flavored variants, limited editions, and celebrity-endorsed mezcal products to attract younger demographics and enter new markets.

Meanwhile, regulations continue to evolve. The impact of regulatory changes on mezcal labeling and denomination of origin standards is prompting companies to invest in certification and traceability systems. This shift aims to protect cultural heritage and ensure authenticity in the face of rising global demand.

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- Global market expected to double in size by 2035.
- Premiumization and rising cocktail culture are key demand drivers.
- M&A activity is central to global brand expansion.

- On-trade channels (bars and restaurants) remain dominant, while e-commerce is growing.
- U.S., Germany, France, and the UK are top-performing regions.

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The market features a mix of global giants and niche artisanal producers. Key players include:

- Del Maguey (Pernod Ricard)
- Pierde Almas (Diageo)
- Mezcal Amores
- Illegal Mezcal
- El Silencio Mezcal

Competitive differentiation is driven by agave source, aging techniques, and sustainability practices. Brand storytelling and cultural authenticity are increasingly essential for consumer loyalty.

Region-wise Insights:

United States

With an estimated value of USD 192 million in 2025, the U.S. leads the global mezcal market. It's projected to hit USD 392 million by 2035 at a CAGR of 7.5%. Key growth factors include strong cocktail culture, a sophisticated consumer base, and robust distribution networks.

Germany

Germany is expected to grow from USD 45 million to USD 91 million by 2035 (CAGR: 7.2%). Interest in craft spirits and authenticity fuels demand, especially in cities like Berlin and Munich.

France

From USD 38 million in 2025, France is projected to reach USD 80 million by 2035 (CAGR: 7.3%). Its appreciation for terroir and craftsmanship aligns perfectly with mezcal's heritage.

United Kingdom

Projected to grow from USD 40 million to USD 87 million, the UK will register a CAGR of 7.6%. London's dynamic spirits scene and rising online sales are key drivers.

Italy

Italy will grow from USD 20 million to USD 39 million at a CAGR of 7.0%. Urban interest and tourism are helping increase awareness, though native spirits still dominate.

Japan

Japan's market will grow from USD 35 million to USD 68 million by 2035 (CAGR: 7.1%). High regard for craftsmanship and expanding cocktail culture boost adoption.

China

Starting at USD 25 million, China's mezcal sector is the fastest-growing at 7.8% CAGR, reaching USD 52 million by 2035. Digital retail and urban luxury venues are driving early growth.

India

India, though nascent, will double from USD 15 million to USD 32 million (CAGR: 8.0%). A young, urban demographic and rising premium spirit demand make it a high-potential market.

Explore Alcoholic and Non Alcoholic Beverages Industry Analysis:

<https://www.futuremarketinsights.com/industry-analysis/alcoholic-and-non-alcoholic-beverages>

Key Segments

By Product:

- Mezcal Joven
- Mezcal Reposado
- Mezcal Aejo
- Mezcal Vidrio
- Others

By Source:

- Espadn
- Tobal
- Tobaziche
- Tepeztate
- Arroqueo
- Others

By Concentration:

- 100% Agave Mezcal
- Blends

By Distribution Channel:

- On-Trade Channel
- Off-Trade Channel

By Region:

- North America
- Latin America
- Europe
- Middle East and Africa

- East Asia
- South Asia
- Oceania

Explore FMI's related ongoing Coverage in Food and Beverage Domain:

Mezcal Industry Analysis in Japan: <https://www.futuremarketinsights.com/reports/demand-and-trend-analysis-of-mezcal-in-japan>

Mezcal Industry Analysis in Korea: <https://www.futuremarketinsights.com/reports/demand-and-trend-analysis-of-mezcal-in-korea>

Mezcal Industry Analysis in Western Europe:
<https://www.futuremarketinsights.com/reports/demand-and-trend-analysis-of-mezcal-in-western-europe>

Mezcal Market Share Analysis: <https://www.futuremarketinsights.com/reports/mezcal-market-share-analysis>

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