

Spirits Market In 2029

The Business Research Company's Spirits Global Market Report 2025 – Market Size, Trends, And Forecast 2025-2034

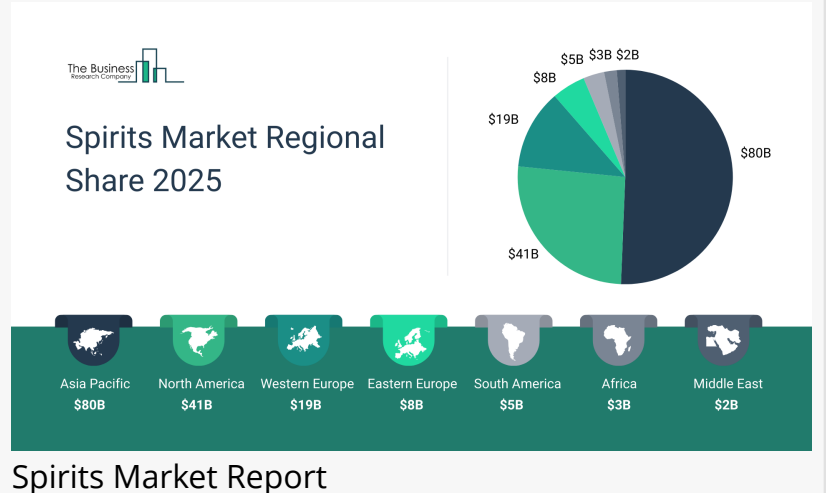
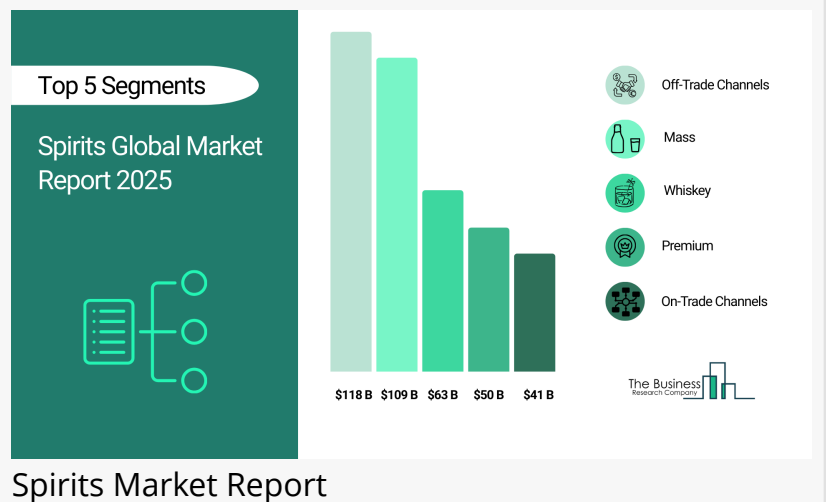
LONDON, GREATER LONDON, UNITED KINGDOM, January 21, 2026 /EINPresswire.com/ -- Spirits Market to Surpass \$192 billion in 2029. In comparison, the Alcoholic Beverages market, which is considered as its parent market, is expected to be approximately \$668 billion by 2029, with Spirits to represent around 29% of the parent market. Within the broader Food And Beverages industry, which is expected to be \$8,783 billion by 2029, the Spirits market is estimated to account for nearly 2% of the total market value.

Which Will Be the Biggest Region in the Spirits Market in 2029

Asia Pacific will be the largest region in the spirits market in 2029, valued at \$91,767 million. The market is expected to grow from \$72,810 million in 2024 at a compound annual growth rate (CAGR) of 5%. The steady growth can be attributed to the changing consumer lifestyle and rising e-commerce in the region.

Which Will Be The Largest Country In The Global Spirits Market In 2029?

The USA will be the largest country in the spirits market in 2029, valued at \$49,480 million. The market is



expected to grow from \$35,169 million in 2024 at a compound annual growth rate (CAGR) of 7%. The strong growth can be attributed to the increasing number of online shopping portals, rising retail outlets and rising urbanization.

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What will be Largest Segment in the Spirits Market in 2029?

The spirits market is segmented by type into whiskey, vodka, rum, tequila, gin and other spirits. The whiskey market will be the largest segment of the spirits market segmented by type, accounting for 36% or \$69,577 million of the total in 2029. The whiskey market will be supported by the innovation in aging and blending techniques, expansion of e-commerce sales, rising popularity of single malt whiskey, influence of whiskey subscription services and focus on product launches.

The spirits market is segmented by category into mass and premium. The mass market will be the largest segment of the spirits market segmented by category, accounting for 67% or \$128,831 million of the total in 2029. The mass market will be supported by the increase in availability of large packaging formats, growing demand for ready-to-drink (RTD) spirits, expansion of discount retailers and wholesale outlets and increased marketing and sponsorship by big brands. As consumers seek greater value for money, larger bottle sizes are becoming more popular, particularly in budget-conscious demographics. This shift aligns with the growing trend of bulk purchasing, which appeals to both individual consumers and on-premises establishments looking to optimize costs.

The spirits market is segmented by distribution channel into off-trade channels and on-trade channels. The off-trade channels market will be the largest segment of the spirits market segmented by distribution channel, accounting for 72% or \$138,595 million of the total in 2029. The off-trade channels market will be supported by the rise of e-commerce and online liquor sales, expansion of premium spirits in off-trade, growth of ready-to-drink (RTD) spirits, growth of subscription-based alcohol delivery and increasing urbanization.

What is the expected CAGR for the Spirits Market leading up to 2029?

The expected CAGR for the spirits market leading up to 2029 is 6%.

What Will Be The Growth Driving Factors In The Global Spirits Market In The Forecast Period?

The rapid growth of the global spirits market leading up to 2029 will be driven by the following key factors that are expected to reshape product portfolios, brand strategies, channel structures and manufacturing/supply-chain processes worldwide.

Rapid Urbanization - The rapid urbanization will become a key driver of growth in the spirits market by 2029. Urban centers serve as key hubs for hospitality establishments, creating more opportunities for spirits sales. As a result, the rapid urbanization is anticipated to contributing to

a 0.9% annual growth in the market.

Growth In The Tourism Industry - The growth in the tourism industry will emerge as a major factor driving the expansion of the spirits market by 2029. These establishments act as key distribution channels, allowing visitors to explore and enjoy a variety of spirits and mixed beverages. Consequently, the growth in the tourism industry is projected to contributing to a 0.9% annual growth in the market.

Surge In E-Commerce And Retail Sales - The surge in e-commerce and retail sales will serve as a key growth catalyst for the spirits market by 2029. Online platforms enable customers to explore a wide range of spirits, enhancing market penetration beyond traditional regional boundaries. Therefore, this surge in e-commerce and retail sales is projected to supporting to a 0.6% annual growth in the market.

Access the detailed [Spirits Market Market report](https://www.thebusinessresearchcompany.com/report/spirits-global-market-report) here:

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What Are The Key Growth Opportunities In The Spirits Market in 2029?

The most significant growth opportunities are anticipated in the off-spirits market, the mass spirits market, and the tequila spirits market. Collectively, these segments are projected to contribute over \$77 billion in market value by 2029, driven by rising consumer demand for premium and mainstream spirits, expansion of off-trade distribution channels, and innovative product offerings that cater to evolving taste preferences. This growth is further supported by increasing global penetration of alcoholic beverages, targeted marketing strategies, and the emergence of lifestyle-oriented consumption trends. The surge reflects the accelerating adoption of modern retail and e-commerce platforms, enhanced accessibility of diverse spirit categories, and growing interest in cocktail culture, fuelling transformative growth within the broader spirits industry.

The off-spirits market is projected to grow by \$30,971 million, the mass spirits market by \$28,830 million, and the tequila spirits market by \$17,335 million over the next five years from 2024 to 2029.

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