

Global Tequila Market Report 2026: Business Expansion, Key Growth Drivers, and Trends from Now Until 2030

The Business Research Company's Tequila Market Report 2026 – Market Size, Trends, And Global Forecast 2026-2035

LONDON, GREATER LONDON, UNITED KINGDOM, February 16, 2026

/EINPresswire.com/ -- The [tequila market](#) has witnessed significant

momentum in recent years, fueled by

cultural heritage and evolving consumer preferences. With rising global interest in premium spirits and innovative production methods, the tequila industry is set to experience strong growth in the coming years. Let's explore the current market size, growth drivers, regional trends, and key factors influencing this vibrant sector.



“

It will grow from \$15.01 billion in 2025 to \$16.55 billion in 2026 at a compound annual growth rate (CAGR) of 10.2%”

The Business Research Company

Tequila Market Size and Future Growth Outlook

The [tequila market growth](#) has expanded rapidly, with its value expected to rise from \$15.01 billion in 2025 to \$16.55 billion in 2026, marking a compound annual growth rate (CAGR) of 10.2%. This historic growth is largely driven by the increase in agave cultivation in Mexico, tequila's deep cultural roots, the overall rise in global spirits consumption, expansion of on-trade hospitality venues, and a broadening variety of tequila brands. Looking ahead, the

market is projected to grow even faster, reaching \$25.04 billion by 2030 with an anticipated CAGR of 10.9%. This forecasted surge is supported by growing demand for premium spirits, the spread of cocktail culture particularly among younger consumers, increased tequila exports to North America and Europe, innovations in sustainable distillation techniques, and a rise in direct-to-consumer alcohol sales. Key trends shaping the market include premiumization of aged and ultra-premium tequila, the rise of craft and artisanal brands, expansion of tequila-based cocktails, growing demand for authentic and origin-certified products, and creative innovations in flavor infusions and packaging.

Download a free sample of the tequila market report:

<https://www.thebusinessresearchcompany.com/sample.aspx?id=9130&type=smp>

Understanding Tequila as a Beverage

Tequila is a distilled alcoholic beverage derived from the Agave Tequilana plant. Its production involves fermentation not only of agave sugars but also other sweeteners like fructose and glucose, alongside synthetic flavorings. It is a staple ingredient in many popular cocktails and enjoys particular popularity among younger demographics worldwide as a versatile and culturally significant spirit.

Increasing Preference for Agave-Based Spirits Fuels Demand

One major factor propelling the tequila market is the growing consumer preference for agave-based spirits. Agave alcohol, made from the fermented sap of the maguey (agave) plant, has a long tradition of production centered in central Mexico. This traditional spirit is gaining traction beyond its native region, especially in the United States, where Mexican imports are increasingly favored. Retailers are responding by dedicating more shelf space to tequila products, reflecting its rising popularity. For example, in February 2025, the Distilled Spirits Council of the United States, a trade association, reported that 32.2 million 9-liter cases of tequila and mezcal were sold in the US during 2024. This consumer shift toward agave spirits is a key driver behind the tequila market's expansion.

View the full tequila market report:

<https://www.thebusinessresearchcompany.com/report/tequila-global-market-report>

Regional Growth Patterns in the Tequila Market

In 2025, North America held the dominant position in the global tequila market, reflecting its strong consumer base and import activity. Meanwhile, the Asia-Pacific region is predicted to be the fastest growing market over the upcoming years, driven by increasing awareness and consumption in emerging economies. Other important geographic markets covered in the tequila report include South East Asia, Western Europe, Eastern Europe, South America, and the Middle East and Africa, offering a comprehensive view of global demand and development trends.

Browse Through More Reports Similar to the Global Tequila Market 2026, By [The Business Research Company](#)

Alcohol E Commerce Global Market Report 2026

<https://www.thebusinessresearchcompany.com/report/alcohol-e-commerce-global-market-report>

Ethanol Car Global Market Report 2026

<https://www.thebusinessresearchcompany.com/report/ethanol-car-global-market-report>

Cocktail Syrup Global Market Report 2026

<https://www.thebusinessresearchcompany.com/report/cocktail-syrup-global-market-report>

Speak With Our Expert:

Saumya Sahay

Americas +1 310-496-7795

Asia +44 7882 955267 & +91 8897263534

Europe +44 7882 955267

Email: saumyas@tbrc.info

The Business Research Company - www.thebusinessresearchcompany.com

Follow Us On:

• LinkedIn: <https://in.linkedin.com/company/the-business-research-company>

Oliver Guirdham

The Business Research Company

+44 7882 955267

info@tbrc.info

Visit us on social media:

[LinkedIn](#)

[Facebook](#)

[X](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/892690105>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.