

# Bourbon Spirits Market to Grow Strongly by 2030, Driven by Rising Alcoholic Beverage Consumption

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

LONDON, GREATER LONDON, UNITED  
KINGDOM, February 16, 2026  
/EINPresswire.com/ -- The [bourbon](#)

[spirits market](#) has been gaining

significant traction recently, driven by evolving consumer preferences and expanding global demand. This sector is witnessing steady growth, supported by both traditional enthusiasts and new audiences intrigued by premium and craft options. Let's explore the current market size, key factors behind its expansion, notable regional trends, and what the future holds for bourbon spirits.



The Business Research Company's Latest Report Explores Market Driver, Trends, Regional Insights - Market Sizing & Forecasts Through 2035"

*The Business Research  
Company*

## Expected Market Size and Growth of the Bourbon Spirits Market

The bourbon spirits market has demonstrated solid growth over the past years. It is projected to increase from \$8.79 billion in 2025 to \$9.35 billion in 2026, achieving a compound annual growth rate (CAGR) of 6.4%. This rise during the historical period has been driven by expanding consumption of American whiskey, growth in on-trade venues such as bars and restaurants, a surge in popularity

of craft distilleries, availability of aged inventory, and a robust domestic bourbon culture.

Looking ahead, the market is expected to continue expanding strongly, reaching \$11.68 billion by 2030 with a CAGR of 5.7%. This forecasted growth stems from increasing international demand for bourbon, larger investments in premium spirits, growing experiential marketing efforts, the rising cocktail culture, and the expansion of online alcohol sales. Key trends shaping the market include a heightened appetite for premium and craft bourbon, growing interest in barrel-finished expressions, more limited-edition releases, and greater emphasis on heritage, authenticity, and innovative packaging and brand storytelling.



The Business  
Research Company

The Business Research Company

Download a free sample of the bourbon spirits market report:

<https://www.thebusinessresearchcompany.com/sample.aspx?id=17102&type=smp>

### Defining Bourbon Spirits and Their Unique Characteristics

Bourbon spirits are a type of American whiskey made primarily from at least 51% corn, aged in new charred oak barrels, and distilled to no more than 160 proof. Known for their rich and full-bodied flavor profile, bourbon offers notes of caramel, vanilla, and oak, making it a popular choice for sipping neat, on the rocks, or in cocktails. This unique combination of ingredients and aging process gives bourbon its distinctive taste and cultural significance.

### Primary Factors Fueling Growth in the Bourbon Spirits Market

One of the main contributors to the bourbon spirits market's expansion is the rising consumption of alcoholic beverages overall. Alcoholic drinks, which contain ethanol—a psychoactive substance rapidly absorbed and distributed throughout the body—have seen increased popularity due to shifting social attitudes, greater availability, and aggressive marketing efforts. Bourbon's rich and distinct flavor profile makes it a favored option for many consumers, whether enjoyed neat, mixed in cocktails, or served over ice.

To illustrate this trend, in February 2024, the Distilled Spirits Council of the United States (DISCUS), which represents the distilled spirits industry, reported that ready-to-drink (RTD) spirits recorded a 26.8% sales increase in 2023, becoming the fastest-growing segment in terms of revenue. This surge highlights changing consumption patterns that are positively impacting the bourbon spirits market.

View the full bourbon spirits market report:

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

### Regional Market Insights for Bourbon Spirits

In 2025, Europe held the largest share of the bourbon spirits market. However, the Asia-Pacific region is expected to experience the fastest growth during the forecast period. Other key markets analyzed in the bourbon spirits report include South East Asia, Western Europe, Eastern Europe, North America, South America, and the Middle East and Africa, providing a comprehensive overview of global market dynamics and regional opportunities.

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

### Drinking Places Alcoholic Beverages Global Market Report 2026

<https://www.thebusinessresearchcompany.com/report/drinking-places-alcoholic-beverages-global-market-report>

### Alcohol E Commerce Global Market Report 2026

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

[report](#)

Whiskey Warehousing Global Market Report 2026

<https://www.thebusinessresearchcompany.com/report/whiskey-warehousing-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](http://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/892702107>

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.