

Global Tequila Market: Size, Trends & Forecasts (2017-2021)

December 2017



Global Tequila Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

Global Market Analysis

Regional Market Analysis

Dynamics

Competitive Landscape

Company Profiling

Global Tequila Market: Coverage

Scope of the Report

Attributes	Details
Title	Global Tequila Market: Size, Trends & Forecasts (2017-2021)
Coverage	Global and Regional
Regional Coverage	Americas, EMEA, APAC
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2017-2021
Competition in the Market	Fragmented
Key Players	Jose Cuervo, Suntory Holdings Limited, Brown-Forman Corporation, Patron Spirits International

Global Tequila Market

Executive Summary

Tequila is a distilled beverage made from the blue agave plant that grows in Mexico. The agave plant is hard desert juicy plant that has spiked leaves like sharp blades. The agave plant favours high altitudes and requires less water. The agave plant can only be grown in the regions of Mexico particularly Jalisco, Nayarit, Tamaulipas, Michoacán and Guanajuato. Blue agave is used in the production of 100% tequila.

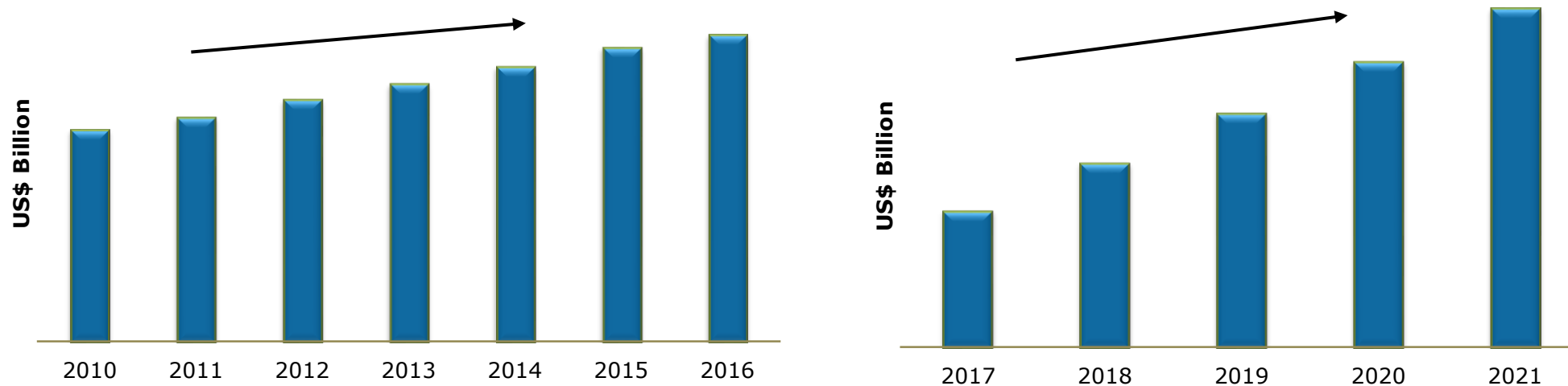
The tequila could be segmented on the basis of purity, product type and price. On the basis of purity tequila could be segmented into plain tequila that has 51% of agave plant content and premium tequila that has 100% agave plant content. On the basis of product type tequila could be segmented into Blanco, Joven, Reposado, Anejo and Extra Anejo.

On the basis of price the tequila could be segmented into Value, Standard, Premium, Super Premium, Ultra Premium.

The global tequila market has increased at a significant CAGR during the years 2010-2016 and the projections are made that the market would rise in the next four years i.e. 2017-2021 tremendously. The global tequila market is expected to increase due to growing global youth population, growing emerging economies, growing urban population, etc. Yet the market faces some challenges such as increasing healthcare expenditure worldwide, etc.

Tequila Market: Global Analysis

Global Tequila Market by Value

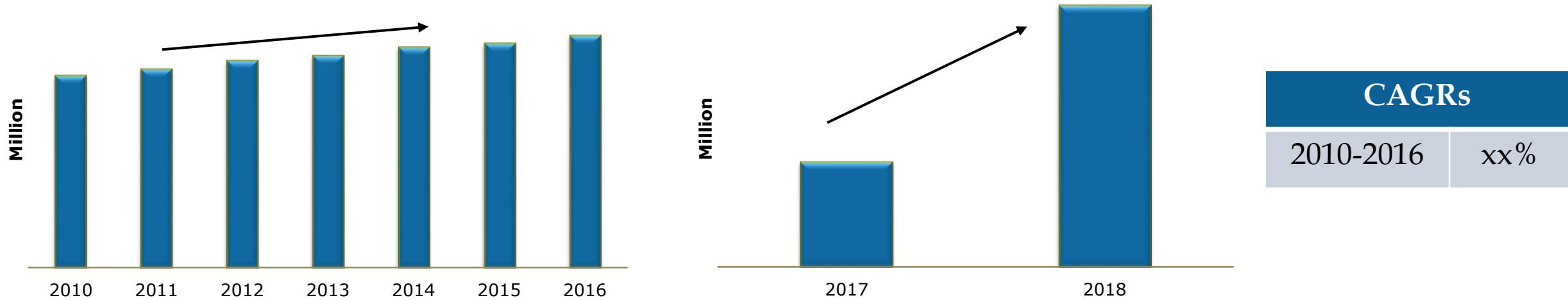


CAGRs	
2010-2016	xx%
2017-2021	xx%

The global tequila market, valued at US\$... billion in 2016, increased as compared to US\$... billion in 2015 at a CAGR of ...% from 2010 to 2016. The global tequila market is anticipated to reach up to US\$... billion by 2021 from US\$... billion in 2017..

Tequila Market: Global Analysis

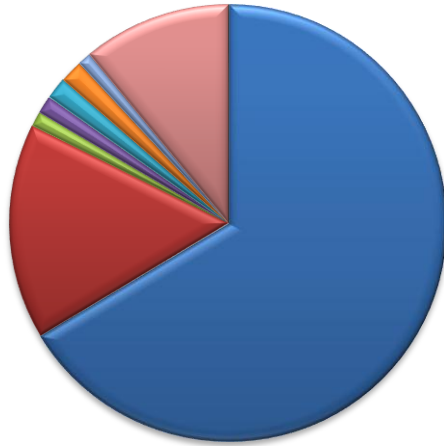
Global Tequila Market by Volume



The global tequila market, by volume was at million in 2016, increased as compared to million in 2015 at a CAGR of% from 2010 to 2016. The global tequila market is anticipated to reach up to ... million by 2018 from ... million in 2017..

Tequila Market: Global Analysis

Global Tequila Market Value by Country; 2015



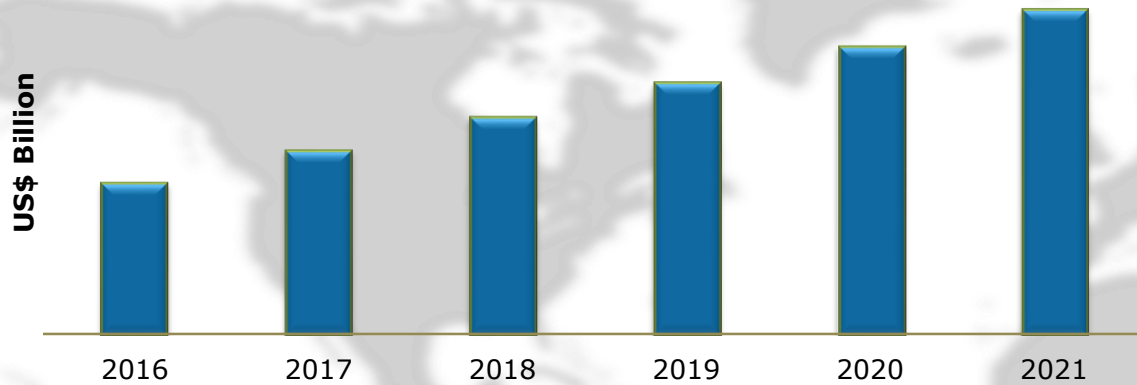
Global Tequila Market by Segments; 2016



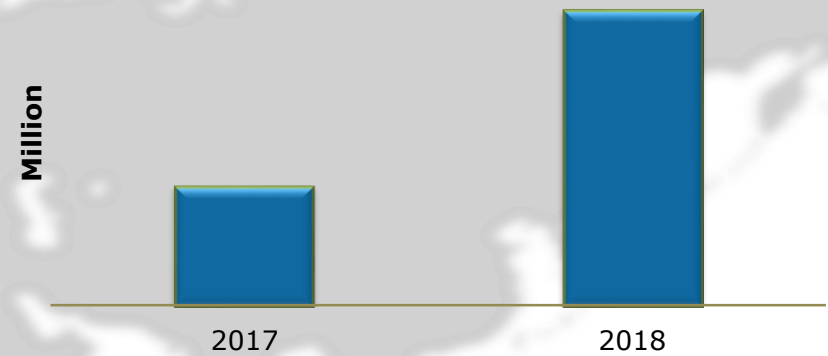
Segments	Share
Value	xx%
Standard	xx%
Ultra Premium	xx%

Tequila Market: Regional Analysis

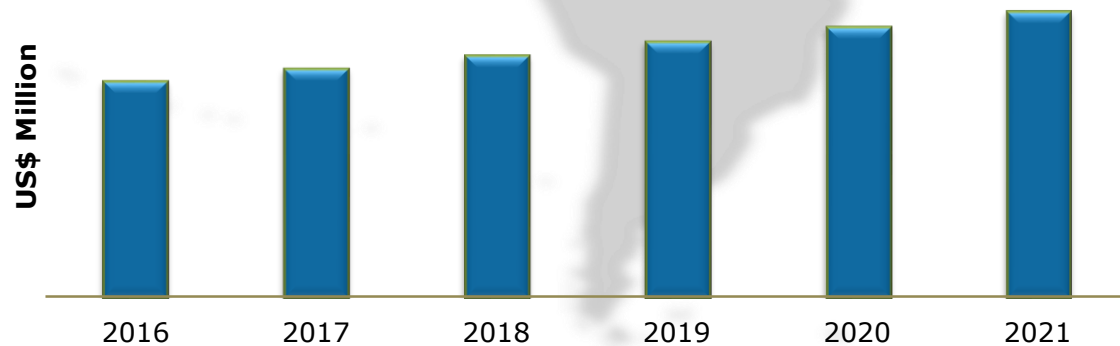
Americas Tequila Market by Value



US Tequila Market by Volume



APAC Tequila Market by Value



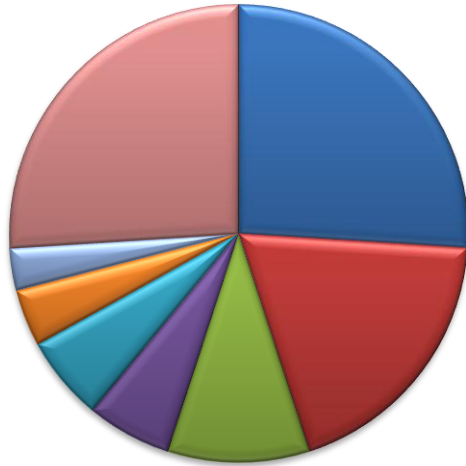
Region	CAGR
	2017-2021
Americas	xx%
APAC	xx%

Tequila Market: Dynamics



Tequila Market: Competitive Landscape

Global Tequila Market Players by Value; 2015
(Percentage, %)



Global Tequila Market Players Value Share by Country;
2016 (Percentage, %)

