State of the Industry: Tequila in the U.S.

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- Forecasts to Help Plan
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Contents: Written Analysis (16 pages):

Drivers of Industry Growth
Flavored Tequila Sales and Market Shares
Overall Sales Trends
Value Priced Tequila
Premium Tequila
High End Premium Tequila
Super Premium Tequila
Per Capita Consumption Trends
Imports and Exports
Demographic Trends for Expenditures on Alcoholic Beverages
Consumer Price Trends for Alcoholic Beverages
Economy's Impact on Tequila Sales
Social Media a Vital Marketing Tool for Tequila Companies

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Average Price Per 9-Liter Case of Tequila Sold in the U.S., 2005-2019
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Volume Sales of Tequila in the U.S., by Price Point, 2005-2019
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Volume Sales of Tequila in the U.S., As a Percentage of Total Distilled Spirits Sales, 2005-2019
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Per Capita Consumption of Distilled Spirits in the U.S., 2005-2019
Per Capita Consumption of Distilled Spirits in the U.S., by State, 2014
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Average Annual Household Expenditures on Alcoholic Beverages At Home, by Detailed Demographic Characteristics, 2014 and 2019
Average Annual Household Expenditures on Alcoholic Beverages Away From Home, by Detailed Demographic Characteristics, 2014 and 2019
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U.S. Consumer Price Trends for Alcoholic Beverages, At Home vs. Away From Home, 2005-2019

Graphs (3 graphs):

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Average Price Per 9-Liter Case of Tequila Sold in the U.S., 2009-2019
Per Capita Consumption of Tequila in the U.S., 2009-2019

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