Tequila Market in Latin America 2015-2019

Description:

About tequila

Tequila is a type of distilled spirit manufactured from the blue agave plant (native of Mexico). Tequila is either made from 51% agave or 100% agave, depending on the pricing and positioning. It usually contains 38-40% alcohol content depending on the varied government regulations and laws.

The tequila market in Latin America has a tremendous consumer base. The rising exports to the US, Russia, and Germany are driving the market. The exports from Mexico of agave tequila rose by 16% in 2013. The rising disposable income in countries such as Mexico and Venezuela is expected to drive the market during the forecast period.

The analysts forecast the tequila market in Latin America to grow at a CAGR of 1.89% by volume and 2.62% by revenue during the period 2014-2019.

Covered in this report

The report covers the present scenario and the growth prospects of the tequila market for 2015-2019. To calculate the market size, the report considers revenue generated through sales of tequila bottles in the Latin American market.

The market is divided into the following segments based on product:

Normal
Premium
High end premium
Super end premium

The report, Tequila Market in Latin America 2015-2019, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the market landscape and its growth prospects over the coming years. The report also includes a discussion of the key vendors operating in this market.

Key vendors

1800
Beam Suntory
Brown Forman
Cuervo International
Diageo
Patron

Other prominent vendors

Aha Yeto
Camino Real Distillery
Casas Xalisco
Cia Tequilera Los Valores
Hacienda La Capilla
Juarez Tequila
Pernod Ricard
Proximo Spirits
Sazerac Company
Sierra Tequila
Tequila Cazadores
Tequila Corralejo
Tequila Quiote
The Blue Nectar
William Grant & Sons
World Food and Bev Group
Market drivers
Rising disposable income
For a full, detailed list, view the full report

Market challenges
Threats from other spirits and non-alcoholic drinks
For a full, detailed list, view the full report

Market trend
Increased exports to China
For a full, detailed list, view the full report

Key questions answered in this report
What will the market size be in 2019 and what will the growth rate be
What are the Key market trends
What is driving this market
What are the challenges to market growth
Who are the key vendors in this market space
What are the market opportunities and threats faced by the key vendors
What are the strengths and weaknesses of the key vendors

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