

## **Mexico Tequila Market Report and Forecast 2022-2027**

Market Report | 2022-08-31 | 108 pages | EMR Inc.

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### **Report description:**

Mexico Tequila Market Report and Forecast 2022-2027

Market Outlook

According to Expert Market Research (EMR) comprehensive report, the Mexico tequila market attained a value of USD 2873.5 billion in 2021. The market developed with surging demand from international markets to further grow at a CAGR of 6.50% between 2022 and 2027 to reach a value of USD 4145.6 billion by 2027.

Tequila is a distilled beverage made from the blue agave plant. Tequila production is considered an artisanal and labour-intensive process. Tequila can only be produced in areas designated by the Mexican government. Consuming tequila in moderation has been linked to a variety of health benefits, including improved colon health, bone density, and blood sugar levels.

The Mexican market for tequila has been growing at a fast pace owing to the rising consumption of beverages and soaring international trades due to increased demand for beverages in the international market. The key players in the market are frequently launching new variants of tequila, making the market extremely versatile for the consumers.

Tequila producers in the market are focusing on the major trend of premiumisation to cater to the international and regional market demands, aided by the availability of high-quality spirits, which is further enhancing the market development. Among the premium tequilas Anejo and Reposado tequilas are particularly surging in demand.

Consuming tequila in a moderate amount and frequency can prove to be healthy for the immune system, bone health, and digestion due to it having lower calorie and sugar content than other alcoholic beverages. This benefit has augmented its demand among the health-conscious consumers.

Market Segmentation

The market can be divided on the basis of product type, purity, price range, distributed channels, and major regions.

Based on product type, the market can be divided into:

- ☐ Joven
- ☐ Anejo
- ☐ Blanco
- ☐ Reposado
- ☐ Extra Anejo

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-□ Mixto Gold

The market segments, based on purity, can be divided into:

-□ 100% tequila

-□ 60% tequila

The market segments for tequilas, based on price range, include:

-□ Value Tequila

-□ Premium Tequila

-□ Ultra-Premium Tequila

-□ Premium and Super-Premium Tequila

The distribution channels for tequila can be categorized into:

-□ Off Trade

-□ On Trade

Market Breakup by Region

-□ Baja California

-□ Northern Mexico

-□ The Bajio

-□ Central Mexico

-□ Pacific Coast

-□ Yucatan Peninsula

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and acquisitions and mergers, among other major developments, of the tequila companies. Some of the major key players explored in the report by Expert Market Research are as follows:

-□ Diageo plc

-□ The Patron Spirits Company

-□ Proximo Spirits, Inc.

-□ Heaven Hill Sales Co. d.b.a.

-□ Charbay Distillery

-□ Others

\*We at Expert Market Research always thrive to give you the latest information. The numbers in the article are only indicative and may be different from the actual report.

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