

# Press Release

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## Americans Drink More Tequila Than Any Other Nation *As Cinco de Mayo Approaches, Consumption of Agave-Based Spirits and Mexican Beer Continues to Show Impressive Growth*

**New York** – Though Cinco de Mayo is not generally recognized in Mexico as a major holiday, it's become quite a popular occasion in the U.S., helping drive the growth of tequila, mezcal and Mexican beer. According to research from IWSR Drinks Market Analysis, the leading source of data and intelligence on the alcoholic beverage market, consumption of agave-based spirits was up about 9% in the U.S. last year, and the leading eight brands of Mexican beer posted a combined CAGR of more than 10% over the past five years. And as May 5 falls during a weekend this year, that will only help fuel this upward trend.

The U.S. is the top market in the world for tequila, and agave-based spirits are one of the fastest-growing drinks categories in the country. Mezcal consumption in the U.S. was up 32.4% last year, posting the largest gain among all spirits (albeit up from a relatively small base, to 261,000 nine-liter cases in 2018). Tequila was up 8.5%. Collectively, the agave-based spirits category is forecasted to grow by 4% CAGR through 2022, which places it within close striking distance to soon overtake rum volume in the U.S.

The picture is similar with Mexican imported beer, which outperformed all other segments within the beer industry in 2018. The top eight Mexican beer brands collectively added 11.3m hectoliters to the beer market last year and are quickly gaining on their domestic competitors.

“Beer brands such as Modelo and Corona have shown impressive growth over the past several years, and are quickly gaining on their domestic competitors. And of course, the margarita – always a favorite on Cinco de Mayo – has long dominated as one of the most popular cocktails in America,” says Brandy Rand, U.S. president of IWSR Drinks Market Analysis.

Globally, tequila is forecasted to grow 2.5% CAGR from 2018 to 2022. In addition to the U.S., the largest gains are expected in Australia, China, the UK, Russia, and the U.S.

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### **About the IWSR**

The IWSR is the leading source of data and intelligence on the alcoholic beverage market. The IWSR's database, essential to the industry, quantifies the global market of wine, spirits, beer, cider, and mixed drinks by volume and value in 157 countries, and provides insight into short- and long-term trends, including five-year volume and value forecasts. The IWSR tracks overall consumption and trends at brand, price segment and category level. Our data is used by the major international wine, spirits and beer companies, as well as financial and alcoholic beverage market suppliers. The IWSR's unique methodology allows us to get closer to what is actually consumed and better understand how markets work. Our analysts travel the world in order to meet over 1,600 local professionals to capture market trends and the 'why' behind the numbers.