



Euromonitor  
International

# Spirits in the US

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## Spirits in the US - Category analysis

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#### 2024 DEVELOPMENTS

Major categories face challenges

Sazerac closes gap on leader, while Campari evokes Italian travels

Food/drink/tobacco specialists remain dominant due to regulatory restrictions

#### PROSPECTS AND OPPORTUNITIES

Growth potential in latter part of forecasts period

Tariffs and counter-tariffs to exert strong influence

Likely focus on development of existing portfolios

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Legal purchasing age and legal drinking age

Drink driving  
Advertising  
Smoking ban  
Opening hours  
On-trade establishments

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