

STAT: AMERICA IS THE LEADING MARKET FOR TEQUILA

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America's thirst for tequila and agave-based spirits have turned it into the fastest-growing drinks categories in the country, according to research from **IWSR**. In particular, the country's mezcal consumption increased by 32.4% in 2018, due to a growing number of aficionados, while tequila grew by 8.5%.

Collectively, the country's consumption of tequila, mezcal and other spirits made from agave was up 9% in 2018. The category is forecasted to grow by 4% CAGR through 2022, bringing it close to the level of rum sales in the US. The premiumisation of agave spirits is another potential factor driving its growth, with speciality brands emerging. For more on agave's potential, read our [Global Spirits Market](#).