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Tequila Faces New Pressure in North America

Oversupply of agave and a weaker U.S. economy are pushing down prices in a maturing market

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Tequila’s growth in North America is entering a more mature phase, with the category facing new pressure from a weak domestic economy in the United States and an oversupply of agave that is pushing down prices for 100% agave products, according to an industry analysis published Monday by Global Drinks Intel.

The report said the shift marks a change for a spirit that has spent years benefiting from strong consumer demand, premiumization and heavy marketing. In the U.S., tequila remains one of the most important spirits categories, but the market is now

more exposed to price competition and changing consumer expectations, especially as buyers look more closely at authenticity, production methods and transparency from brands.

The oversupply of agave is one of the main forces reshaping the business. When agave harvests outpace demand, distillers can secure raw material at lower prices, which can eventually feed through to retail pricing. That can help some brands compete on value, but it also puts pressure on producers that built their businesses around higher-margin premium bottles. The report said 100% agave lines are already seeing reduced prices as a result.

Canada, while much smaller than the U.S. market, showed a different but related pattern. Tequila volume there grew by more than 7% last year, but the extra añejo segment fell 64%, underscoring how sensitive consumers remain to price in the upper end of the category. Extra añejo, which is aged longer than other tequila styles and usually sells at a higher price, appears to be losing ground as shoppers become more selective about where they spend.

The report also pointed to a broader change in what consumers want from tequila. Celebrity-backed labels once helped drive attention and sales, but their influence is weakening. Buyers are increasingly drawn to brands that can prove how their tequila is made, where the agave comes from and whether production claims hold up under scrutiny. Organic certification and clear sourcing are becoming more important selling points as consumers seek reassurance in a crowded market.

That shift could force companies to rethink how they position their products across North America. Brands that rely on image alone may find it harder to sustain growth if shoppers continue moving toward transparency and away from hype. At the same time, lower agave costs may give established producers room to defend shelf space or expand into new price tiers.

For distributors and retailers, the changes suggest a category that is still growing but no longer expanding on momentum alone. Tequila’s next phase in North America may depend less on novelty and more on pricing discipline, supply management and whether brands can convince consumers that their bottles offer real value beyond

name recognition.