

## Spirits in India

Market Direction | 2022-10-17 | 33 pages | Euromonitor

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### Report description:

In 2021, the Indian government did not implement a uniform lockdown in the country as it had done in 2020. Mobility gradually increased to pre-pandemic levels in the second half of 2021, with consumers returning to socialising. Such occasions boosted sales of spirits. In addition, at-home consumption drove off-trade growth. One of the most significant casualties of the pandemic was the on-trade channel. For the better part of 2020, on-trade establishments were closed or operating under limited c...

Euromonitor International's Spirits in India report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

- \* Get a detailed picture of the Spirits market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Spirits in India  
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#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Increasing mobility, reopening of on-trade, and a lower base are primary reasons for spirits bouncing back in 2021

Category leader continues to focus on premiumisation and inorganic growth

Indian single malt whisky brands gain acceptance among local as well as global consumers

#### PROSPECTS AND OPPORTUNITIES

Rising inflation forces United Spirits to halt sales of some of its brands

Influx of craft gin brands and cocktail culture to drive future growth of white spirits

Rise in experiential stores in India to drive sales of premium spirits through off-trade

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

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## EXECUTIVE SUMMARY

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Competitive landscape

Retailing developments

On-trade vs off-trade split

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