

Whiskey Market - Growth, Trends, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 120 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

The global whiskey market is projected to register a CAGR of 5.6% over the next five years.

Consumers nowadays all over the world have more sophisticated palates compared to a few years ago. They are constantly looking to explore unique, high-quality alcoholic beverages such as whiskey, wine, and others. Including natural ingredients in alcoholic beverages improves their functionality, and such products are gathering much attention from consumers. Therefore, the changing lifestyle and preferences of consumers are some factors driving the global whiskey market.

The COVID-19 pandemic affected the whiskey market. For example, Pernod Ricard, one of the top players in the whiskey industry, witnessed a decline in profit margins by 20% as per the company's annual report. This was due to the closure of various hotels, restaurants, and alcohol shops worldwide, which limited whiskey sales. Moreover, due to decreasing international visitor spending by 65% around the globe and a decrease in exports, the whiskey industry experienced a significant decline.

However, post-pandemic, the whiskey market is recovering much faster, and it is anticipated to return to the pre-COVID stage over the next few years. The growing consumption of alcoholic beverages across various countries is contributing to market growth. High disposable income, changing consumer lifestyle, and high standard of living are some of the few trends influencing market growth.

Whiskey Market Trends

Growing Consumers Preferences Toward Brand Ownership

Demand for variety in scotch whiskey from emerging markets and the request for lower alcohol varieties and organic whiskey among health-conscious drinkers are driving the market forward. Moreover, with the increasing focus on healthy living worldwide, people prefer the top brands for consumption. Also, a new trend of organic whiskey has been initiated by top players in the

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

market. For example, Bainbridge Organic Distillers have developed artisan-distilled spirits made from USDA-certified organic wheat, barley, triticale, and corn, grown especially for their distillery. Also, the quality of each of their products is a direct reflection of the superiority of their grains. Organic whiskey is mostly manufactured using grains such as malt barley, maize, wheat, and rye. Consumers prefer the top brands in whiskey due to the brand image and the quality offered by these brands.

North America holds the Largest Share

The US whiskey market is driven by premiumization trends and emerging consumer trends toward innovative brands and a diversification of their product ranges. Therefore, the American population's increased interest in premium products, high-end premium, and super-premium brands drove the growth over the past five years. Additionally, the prevalence of drinking trends is aiding the growth of the market. For instance, according to data published by Statistics Canada (Canadian Community Health Survey), 15.6% of Canadians were considered heavy alcohol drinkers. This factor is driving the sales of whiskey across North America. Additionally, the booming demand for spirits in on-trade channels, including full-service restaurants and cafes/bars (than off-trade sales performance), is expected to increase the demand for whiskey in the United States during the forecast period. ??

Whiskey Market Competitor Analysis

The whiskey market is witnessing high competition due to the diversified product portfolio of key players and growing investment in strategic expansion. These factors are leading to intense competition among the existing players. In addition, key players are focusing on online distribution channels for online marketing and branding of their products to expand their geographical reach and customer base. Key players operating in the whiskey market include Diageo PLC, Bacardi Ltd, Asahi Group Holdings Ltd, Pernod Ricard SA, and Suntory Beverage & Food Ltd, among others.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS

4.1 Market Drivers

4.2 Market Restraints

4.3 Porter's Five Forces Analysis

4.3.1 Threat of New Entrants

4.3.2 Bargaining Power of Buyers/Consumers

4.3.3 Bargaining Power of Suppliers

4.3.4 Threat of Substitute Products

4.3.5 Intensity of Competitive Rivalry

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

5 MARKET SEGMENTATION

5.1 Product Type

5.1.1 American Whisky

5.1.2 Irish Whisky

5.1.3 Scotch Whisky

5.1.4 Canadian Whisky

5.1.5 Other Product Types

5.2 Distribution Channel

5.2.1 On-trade

5.2.2 Off-trade

5.3 Geography

5.3.1 North America

5.3.1.1 United States

5.3.1.2 Canada

5.3.1.3 Mexico

5.3.1.4 Rest of North America

5.3.2 Europe

5.3.2.1 Spain

5.3.2.2 United Kingdom

5.3.2.3 Germany

5.3.2.4 France

5.3.2.5 Italy

5.3.2.6 Russia

5.3.2.7 Rest of Europe

5.3.3 Asia-Pacific

5.3.3.1 China

5.3.3.2 Japan

5.3.3.3 India

5.3.3.4 Australia

5.3.3.5 Rest of Asia-Pacific

5.3.4 South America

5.3.4.1 Brazil

5.3.4.2 Argentina

5.3.4.3 Rest of South America

5.3.5 Middle East

5.3.5.1 South Africa

5.3.5.2 Saudi Arabia

5.3.5.3 Rest of Middle East

6 COMPETITIVE LANDSCAPE

6.1 Most Adopted Strategies

6.2 Market Share Analysis

6.3 Company Profiles

6.3.1 Diageo PLC

6.3.2 William Grant & Sons Ltd

6.3.3 Pernod Ricard SA

6.3.4 Suntory Beverage & Food Ltd

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 6.3.5 The Brown Forman Corporation
- 6.3.6 The Edrington Group
- 6.3.7 Bacardi Limited
- 6.3.8 Asahi Group Holdings Ltd
- 6.3.9 Whyte & Mackay
- 6.3.10 Kirin Holdings Company Limited (Fuji Gotemba)

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

8 DISCLAIMER

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Whiskey Market - Growth, Trends, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 120 pages | Mordor Intelligence

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-05"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com



Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com
www.scotts-international.com