

Alcoholic Drinks in India

Market Direction | 2023-10-20 | 62 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

India was one of the few significant international markets to have registered a full recovery in alcohol drink sales in volume terms in 2022. The country's relatively young population played a pivotal role in this regard, setting it apart from markets with an older demographic profile where consumers are looking to reduce their alcohol intake. Indeed, volumes not only rebounded to pre-COVID-19 levels overall, but also in all major product categories. Besides the youthful demographic profile of t...

Euromonitor International's Alcoholic Drinks 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 (2018-2022), 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 2027 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

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

Why buy this report?

- * Get a detailed picture of the Alcoholic Drinks 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.

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table of Contents:

Alcoholic Drinks in India
Euromonitor International
October 2023

List Of Contents And Tables

ALCOHOLIC DRINKS IN INDIA

EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Legal drinking age by state is as follows:

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Summary 1 Number of On-trade Establishments by Type 2016-2022

TAXATION AND DUTY LEVIES

Summary 2 Taxation and Duty Levies on Alcoholic Drinks 2022

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 1 Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

Table 2 Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 3 Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 4 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 5 Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 6 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 7 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 8 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 9 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 10 GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 11 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 12 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 13 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 14 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 15 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 16 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 3 Research Sources

BEER IN INDIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Unusually warm summer weather and low level of consumption ensure that demand for beer surpasses pre-COVID-19 levels

Companies launch premium products to counter inflation

Beer companies look at forward integration to provide holistic experience

PROSPECTS AND OPPORTUNITIES

High rate of taxation will prove to be most significant impediment during the forecast period

E-commerce remains underdeveloped and has scope for expansion

Craft beer brands will continue to suffer from effects of the pandemic

CATEGORY BACKGROUND

Lager price band methodology

Summary 4 Lager by Price Band 2022

Table 17 Number of Breweries 2018-2022

CATEGORY DATA

Table 18 Sales of Beer by Category: Total Volume 2017-2022

Table 19 Sales of Beer by Category: Total Value 2017-2022

Table 20 Sales of Beer by Category: % Total Volume Growth 2017-2022

Table 21 Sales of Beer by Category: % Total Value Growth 2017-2022

Table 22 Sales of Beer by Off-trade vs On-trade: Volume 2017-2022

Table 23 Sales of Beer by Off-trade vs On-trade: Value 2017-2022

Table 24 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 25 Sales of Beer by Off-trade vs On-trade: % Value Growth 2017-2022

Table 26 □Sales of Beer by Craft vs Standard 2017-2022

Table 27 □GBO Company Shares of Beer: % Total Volume 2018-2022

Table 28 □NBO Company Shares of Beer: % Total Volume 2018-2022

Table 29 □LBN Brand Shares of Beer: % Total Volume 2019-2022

Table 30 □Forecast Sales of Beer by Category: Total Volume 2022-2027

Table 31 □Forecast Sales of Beer by Category: Total Value 2022-2027

Table 32 □Forecast Sales of Beer by Category: % Total Volume Growth 2022-2027

Table 33 □Forecast Sales of Beer by Category: % Total Value Growth 2022-2027

WINE IN INDIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Samant Soma Wines leverages wine tourism and pursues inorganic growth strategy to lead the market

Trade agreement with Australia improves accessibility of imported wines

High taxation and regulatory constraints limit potential of wine in India

PROSPECTS AND OPPORTUNITIES

Manufacturers call for uniform regulations to counter rising costs

Rise of experiential stores that aid decision-making will continue during the forecast period

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

CATEGORY DATA

Table 34 Sales of Wine by Category: Total Volume 2017-2022

Table 35 Sales of Wine by Category: Total Value 2017-2022

Table 36 Sales of Wine by Category: % Total Volume Growth 2017-2022

Table 37 Sales of Wine by Category: % Total Value Growth 2017-2022

Table 38 Sales of Wine by Off-trade vs On-trade: Volume 2017-2022

Table 39 Sales of Wine by Off-trade vs On-trade: Value 2017-2022

Table 40 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 41 Sales of Wine by Off-trade vs On-trade: % Value Growth 2017-2022

Table 42 Sales of Still Red Wine by Price Segment: % Off-trade Volume 2017-2022

Table 43 □Sales of Still White Wine by Price Segment: % Off-trade Volume 2017-2022

Table 44 □Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2017-2022

Table 45 □GBO Company Shares of Still Light Grape Wine: % Total Volume 2018-2022

Table 46 □NBO Company Shares of Still Light Grape Wine: % Total Volume 2018-2022

Table 47 □LBN Brand Shares of Still Light Grape Wine: % Total Volume 2019-2022

Table 48 □GBO Company Shares of Champagne: % Total Volume 2018-2022

Table 49 □NBO Company Shares of Champagne: % Total Volume 2018-2022

Table 50 □LBN Brand Shares of Champagne: % Total Volume 2019-2022

Table 51 □GBO Company Shares of Other Sparkling Wine: % Total Volume 2018-2022

Table 52 □NBO Company Shares of Other Sparkling Wine: % Total Volume 2018-2022

Table 53 □LBN Brand Shares of Other Sparkling Wine: % Total Volume 2019-2022

Table 54 □GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2018-2022

Table 55 □NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2018-2022

Table 56 □LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2019-2022

Table 57 □Forecast Sales of Wine by Category: Total Volume 2022-2027

Table 58 □Forecast Sales of Wine by Category: Total Value 2022-2027

Table 59 □Forecast Sales of Wine by Category: % Total Volume Growth 2022-2027

Table 60 □Forecast Sales of Wine by Category: % Total Value Growth 2022-2027

SPIRITS IN INDIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

United Spirits doubles down on its premiumisation strategy

Homegrown gin brands gain traction on back of rising cocktail culture and premiumisation

Rise in experiential stores drives sales of premium spirits through the off-trade

PROSPECTS AND OPPORTUNITIES

Indian single malt is expected to outpace single malt scotch whisky during the forecast period

Foreign manufacturers increasingly adopt a local focus for their premium brands

Industry will face ongoing challenges, due to combination of inflation and regulatory factors

CATEGORY BACKGROUND

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

Summary 5 Benchmark Brands 2022

CATEGORY DATA

Table 61 Sales of Spirits by Category: Total Volume 2017-2022

Table 62 Sales of Spirits by Category: Total Value 2017-2022

Table 63 Sales of Spirits by Category: % Total Volume Growth 2017-2022

Table 64 Sales of Spirits by Category: % Total Value Growth 2017-2022

Table 65 Sales of Spirits by Off-trade vs On-trade: Volume 2017-2022

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 66 Sales of Spirits by Off-trade vs On-trade: Value 2017-2022
 Table 67 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2017-2022
 Table 68 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2017-2022
 Table 69 Sales of Dark Rum by Price Platform: % Total Volume 2017-2022
 Table 70 □Sales of White Rum by Price Platform: % Total Volume 2017-2022
 Table 71 □Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2017-2022
 Table 72 □Sales of English Gin by Price Platform: % Total Volume 2017-2022
 Table 73 □Sales of Vodka by Price Platform: % Total Volume 2017-2022
 Table 74 □Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2017-2022
 Table 75 □GBO Company Shares of Spirits: % Total Volume 2018-2022
 Table 76 □NBO Company Shares of Spirits: % Total Volume 2018-2022
 Table 77 □LBN Brand Shares of Spirits: % Total Volume 2019-2022
 Table 78 □Forecast Sales of Spirits by Category: Total Volume 2022-2027
 Table 79 □Forecast Sales of Spirits by Category: Total Value 2022-2027
 Table 80 □Forecast Sales of Spirits by Category: % Total Volume Growth 2022-2027
 Table 81 □Forecast Sales of Spirits by Category: % Total Value Growth 2022-2027

RTDS IN INDIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Health and wellness trend and growing demand for convenience drive sales of RTDs in India

Bacardi-Martini retains dominance, assisted by launch of new options

PROSPECTS AND OPPORTUNITIES

Inflation and taxation will remain major impediments to expansion

Spirit-based RTDs will witness increased competition from other RTD product types

CATEGORY DATA

Table 82 Sales of RTDs by Category: Total Volume 2017-2022
 Table 83 Sales of RTDs by Category: Total Value 2017-2022
 Table 84 Sales of RTDs by Category: % Total Volume Growth 2017-2022
 Table 85 Sales of RTDs by Category: % Total Value Growth 2017-2022
 Table 86 Sales of RTDs by Off-trade vs On-trade: Volume 2017-2022
 Table 87 Sales of RTDs by Off-trade vs On-trade: Value 2017-2022
 Table 88 Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2017-2022
 Table 89 Sales of RTDs by Off-trade vs On-trade: % Value Growth 2017-2022
 Table 90 GBO Company Shares of RTDs: % Total Volume 2018-2022
 Table 91 □NBO Company Shares of RTDs: % Total Volume 2018-2022
 Table 92 □LBN Brand Shares of RTDs: % Total Volume 2019-2022
 Table 93 □Forecast Sales of RTDs by Category: Total Volume 2022-2027
 Table 94 □Forecast Sales of RTDs by Category: Total Value 2022-2027
 Table 95 □Forecast Sales of RTDs by Category: % Total Volume Growth 2022-2027
 Table 96 □Forecast Sales of RTDs by Category: % Total Value Growth 2022-2027

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Alcoholic Drinks in India

Market Direction | 2023-10-20 | 62 pages | Euromonitor

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 Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		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	2025-05-06
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com