

## **Spirits in India**

Market Direction | 2023-10-20 | 31 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

United Spirits continued to lead the overall market for spirits in India in 2022, being the local representative of global player Diageo Plc. However, the company witnessed a significant decline in volume share during the year, as it shifted its focus towards premiumisation, emphasising value over volume. Even before the pandemic, the company had favoured a "value over volume" strategy and had franchised out some of its well-known economy brands, on a fixed-fee basis, to external entities in ove...

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 (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: 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Spirits in India  
Euromonitor International  
November 2023

### List Of Contents And Tables

#### 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 1 Benchmark Brands 2022

##### CATEGORY DATA

Table 1 Sales of Spirits by Category: Total Volume 2017-2022

Table 2 Sales of Spirits by Category: Total Value 2017-2022

Table 3 Sales of Spirits by Category: % Total Volume Growth 2017-2022

Table 4 Sales of Spirits by Category: % Total Value Growth 2017-2022

Table 5 Sales of Spirits by Off-trade vs On-trade: Volume 2017-2022

Table 6 Sales of Spirits by Off-trade vs On-trade: Value 2017-2022

Table 7 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 8 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2017-2022

Table 9 Sales of Dark Rum by Price Platform: % Total Volume 2017-2022

Table 10 □Sales of White Rum by Price Platform: % Total Volume 2017-2022

Table 11 □Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2017-2022

Table 12 □Sales of English Gin by Price Platform: % Total Volume 2017-2022

Table 13 □Sales of Vodka by Price Platform: % Total Volume 2017-2022

Table 14 □Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2017-2022

Table 15 □GBO Company Shares of Spirits: % Total Volume 2018-2022

Table 16 □NBO Company Shares of Spirits: % Total Volume 2018-2022

Table 17 □LBN Brand Shares of Spirits: % Total Volume 2019-2022

Table 18 □Forecast Sales of Spirits by Category: Total Volume 2022-2027

Table 19 □Forecast Sales of Spirits by Category: Total Value 2022-2027

Table 20 □Forecast Sales of Spirits by Category: % Total Volume Growth 2022-2027

Table 21 □Forecast Sales of Spirits by Category: % Total Value Growth 2022-2027

##### ALCOHOLIC DRINKS IN INDIA

##### EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture

2022 key trends

Competitive landscape

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

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 2 Number of On-trade Establishments by Type 2016-2022

## TAXATION AND DUTY LEVIES

Summary 3 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 22 Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

## MARKET DATA

Table 23 Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 24 Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 25 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 26 Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 27 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 28 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 29 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 30 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 31 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 32 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 33 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 34 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 35 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 36 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 37 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

## DISCLAIMER

## SOURCES

Summary 4 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com

## Spirits in India

Market Direction | 2023-10-20 | 31 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	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		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	2025-06-26
		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