

Spirits in India

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

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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.

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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

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ALCOHOLIC DRINKS IN INDIA

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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

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Smoking ban

Opening hours

On-trade establishments

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