

Alcoholic Drinks in Australia

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Report description:

In 2023, total demand for alcoholic drinks in Australia marginally improved following a relatively poor performance the previous year, with inflation and interest rates reaching a plateau and starting to stabilise. Consumer spending remained rather conservative in 2023, as the cost of living was still high and stagnant wage growth left Australians with low disposable incomes to spend on luxuries. Despite these challenges, the alcoholic drinks industry was fairly resilient, with total value and v...

Euromonitor International's Alcoholic Drinks in Australia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2019-2023), 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 2028 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.

Table of Contents:

Alcoholic Drinks in Australia

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List Of Contents And Tables

ALCOHOLIC DRINKS IN AUSTRALIA

EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture

2023 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

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Summary 1 Number of On-trade Establishments by Type 2017-2023

TAXATION AND DUTY LEVIES

Summary 2 Taxation and Duty Levies on Alcoholic Drinks 2023

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 2018-2023

MARKET DATA

Table 2 Sales of Alcoholic Drinks by Category: Total Volume 2018-2023

Table 3 Sales of Alcoholic Drinks by Category: Total Value 2018-2023

Table 4 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023

Table 5 Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023

Table 6 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023

Table 7 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023

Table 8 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023

Table 9 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023

Table 10 GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023

Table 11 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023

Table 12 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023

Table 13 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028

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Table 14 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028

Table 15 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028

Table 16 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 3 Research Sources

BEER IN AUSTRALIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Mid-priced lager the beneficiary as premiumisation faces inflationary challenges

Further rise in excise tax a concern for manufacturers of beer

On-trade beer records strong growth at the expense of off-trade consumption

PROSPECTS AND OPPORTUNITIES

Rapid growth of RTDs a potential threat to the growth of beer

Strong demand expected for non/low alcohol beer amid changing consumer habits

Sustainable and independent production top of mind for Australian consumers

CATEGORY BACKGROUND

Lager price band methodology

Summary 4 Lager by Price Band 2023

CATEGORY DATA

Table 17 Sales of Beer by Category: Total Volume 2018-2023

Table 18 Sales of Beer by Category: Total Value 2018-2023

Table 19 Sales of Beer by Category: % Total Volume Growth 2018-2023

Table 20 Sales of Beer by Category: % Total Value Growth 2018-2023

Table 21 Sales of Beer by Off-trade vs On-trade: Volume 2018-2023

Table 22 Sales of Beer by Off-trade vs On-trade: Value 2018-2023

Table 23 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 24 Sales of Beer by Off-trade vs On-trade: % Value Growth 2018-2023

Table 25 Sales of Beer by Craft vs Standard 2018-2023

Table 26 □GBO Company Shares of Beer: % Total Volume 2019-2023

Table 27 □NBO Company Shares of Beer: % Total Volume 2019-2023

Table 28 □LBN Brand Shares of Beer: % Total Volume 2020-2023

Table 29 □Forecast Sales of Beer by Category: Total Volume 2023-2028

Table 30 □Forecast Sales of Beer by Category: Total Value 2023-2028

Table 31 □Forecast Sales of Beer by Category: % Total Volume Growth 2023-2028

Table 32 □Forecast Sales of Beer by Category: % Total Value Growth 2023-2028

WINE IN AUSTRALIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Wine consumption in decline as preference for alcoholic drinks shifts

Growth for sparkling wine and still rose wine amid overall category decline

Non alcoholic wine expands as demand grows among local consumers

PROSPECTS AND OPPORTUNITIES

Wine consumption in Australia set to recover over forecast period despite challenges

Opportunity for wine to be a drink of occasion with premium offerings

Oversupply of wine a challenge as exports to China see slow recovery

CATEGORY DATA

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Table 33 Sales of Wine by Category: Total Volume 2018-2023

Table 34 Sales of Wine by Category: Total Value 2018-2023

Table 35 Sales of Wine by Category: % Total Volume Growth 2018-2023

Table 36 Sales of Wine by Category: % Total Value Growth 2018-2023

Table 37 Sales of Wine by Off-trade vs On-trade: Volume 2018-2023

Table 38 Sales of Wine by Off-trade vs On-trade: Value 2018-2023

Table 39 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 40 Sales of Wine by Off-trade vs On-trade: % Value Growth 2018-2023

Table 41 Sales of Still Red Wine by Price Segment: % Off-trade Volume 2018-2023

Table 42 □Sales of Still Rose Wine by Price Segment: % Off-trade Volume 2018-2023

Table 43 □Sales of Still White Wine by Price Segment: % Off-trade Volume 2018-2023

Table 44 □Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2018-2023

Table 45 □GBO Company Shares of Still Light Grape Wine: % Total Volume 2019-2023

Table 46 □NBO Company Shares of Still Light Grape Wine: % Total Volume 2019-2023

Table 47 □LBN Brand Shares of Still Light Grape Wine: % Total Volume 2020-2023

Table 48 □GBO Company Shares of Champagne: % Total Volume 2019-2023

Table 49 □NBO Company Shares of Champagne: % Total Volume 2019-2023

Table 50 □LBN Brand Shares of Champagne: % Total Volume 2020-2023

Table 51 □GBO Company Shares of Other Sparkling Wine: % Total Volume 2019-2023

Table 52 □NBO Company Shares of Other Sparkling Wine: % Total Volume 2019-2023

Table 53 □LBN Brand Shares of Other Sparkling Wine: % Total Volume 2020-2023

Table 54 □GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2019-2023

Table 55 □NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2019-2023

Table 56 □LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2020-2023

Table 57 □GBO Company Shares of Non-grape Wine: % Total Volume 2019-2023

Table 58 □NBO Company Shares of Non-grape Wine: % Total Volume 2019-2023

Table 59 □LBN Brand Shares of Non-grape Wine: % Total Volume 2020-2023

Table 60 □Forecast Sales of Wine by Category: Total Volume 2023-2028

Table 61 □Forecast Sales of Wine by Category: Total Value 2023-2028

Table 62 □Forecast Sales of Wine by Category: % Total Volume Growth 2023-2028

Table 63 □Forecast Sales of Wine by Category: % Total Value Growth 2023-2028

SPIRITS IN AUSTRALIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

On-trade volumes continue to recover, while off-trade maintains momentum

Premium spirits continue to gain share across much of the category

Tequila high in demand to quickly become an Australian favourite

PROSPECTS AND OPPORTUNITIES

Cocktail trend slowing but strong enough to drive future growth

Potential gap in the market for spirits with low alcohol content

Significant increase in excise tax has potential to price consumers out of category

CATEGORY BACKGROUND

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

Summary 5 Benchmark Brands 2023

CATEGORY DATA

Table 64 Sales of Spirits by Category: Total Volume 2018-2023

Table 65 Sales of Spirits by Category: Total Value 2018-2023

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Table 66 Sales of Spirits by Category: % Total Volume Growth 2018-2023
Table 67 Sales of Spirits by Category: % Total Value Growth 2018-2023
Table 68 Sales of Spirits by Off-trade vs On-trade: Volume 2018-2023
Table 69 Sales of Spirits by Off-trade vs On-trade: Value 2018-2023
Table 70 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2018-2023
Table 71 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2018-2023
Table 72 Sales of Dark Rum by Price Platform: % Total Volume 2018-2023
Table 73 □Sales of White Rum by Price Platform: % Total Volume 2018-2023
Table 74 □Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2018-2023
Table 75 □Sales of English Gin by Price Platform: % Total Volume 2018-2023
Table 76 □Sales of Vodka by Price Platform: % Total Volume 2018-2023
Table 77 □Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2018-2023
Table 78 □GBO Company Shares of Spirits: % Total Volume 2019-2023
Table 79 □NBO Company Shares of Spirits: % Total Volume 2019-2023
Table 80 □LBN Brand Shares of Spirits: % Total Volume 2020-2023
Table 81 □Forecast Sales of Spirits by Category: Total Volume 2023-2028
Table 82 □Forecast Sales of Spirits by Category: Total Value 2023-2028
Table 83 □Forecast Sales of Spirits by Category: % Total Volume Growth 2023-2028
Table 84 □Forecast Sales of Spirits by Category: % Total Value Growth 2023-2028

CIDER/PERRY IN AUSTRALIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Decline for cider/perry amid economic downturn and consumers reducing non-essential spending

Low-calorie drinks top of mind among health-conscious consumers

Local production a key component for success in Australian market

PROSPECTS AND OPPORTUNITIES

Cider/perry set to grow but will be outpaced by competitors such as RTDs

Local production of cider will remain a key factor for category growth

Cans expected to become favoured packaging for cider

CATEGORY DATA

Table 85 Sales of Cider/Perry: Total Volume 2018-2023

Table 86 Sales of Cider/Perry: Total Value 2018-2023

Table 87 Sales of Cider/Perry: % Total Volume Growth 2018-2023

Table 88 Sales of Cider/Perry: % Total Value Growth 2018-2023

Table 89 Sales of Cider/Perry by Off-trade vs On-trade: Volume 2018-2023

Table 90 Sales of Cider/Perry by Off-trade vs On-trade: Value 2018-2023

Table 91 Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 92 Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2018-2023

Table 93 GBO Company Shares of Cider/Perry: % Total Volume 2019-2023

Table 94 □NBO Company Shares of Cider/Perry: % Total Volume 2019-2023

Table 95 □LBN Brand Shares of Cider/Perry: % Total Volume 2020-2023

Table 96 □Forecast Sales of Cider/Perry: Total Volume 2023-2028

Table 97 □Forecast Sales of Cider/Perry: Total Value 2023-2028

Table 98 □Forecast Sales of Cider/Perry: % Total Volume Growth 2023-2028

Table 99 □Forecast Sales of Cider/Perry: % Total Value Growth 2023-2028

RTDS IN AUSTRALIA

KEY DATA FINDINGS

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2023 DEVELOPMENTS

Steady growth for RTDs continues into 2023, driven by spirit-based options
Hard seltzers target health-conscious consumers with low-calorie alternatives
New innovation in packaging to address consumer preferences

PROSPECTS AND OPPORTUNITIES

RTDs expected to maintain strong momentum heading into forecast period
Further innovation expected through flavours to help create competitive edge
Non alcoholic RTDs poised to grow but will retain low share overall

CATEGORY DATA

- Table 100 Sales of RTDs by Category: Total Volume 2018-2023
- Table 101 Sales of RTDs by Category: Total Value 2018-2023
- Table 102 Sales of RTDs by Category: % Total Volume Growth 2018-2023
- Table 103 Sales of RTDs by Category: % Total Value Growth 2018-2023
- Table 104 Sales of RTDs by Off-trade vs On-trade: Volume 2018-2023
- Table 105 Sales of RTDs by Off-trade vs On-trade: Value 2018-2023
- Table 106 Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2018-2023
- Table 107 Sales of RTDs by Off-trade vs On-trade: % Value Growth 2018-2023
- Table 108 GBO Company Shares of RTDs: % Total Volume 2019-2023
- Table 109 NBO Company Shares of RTDs: % Total Volume 2019-2023
- Table 110 LBN Brand Shares of RTDs: % Total Volume 2020-2023
- Table 111 Forecast Sales of RTDs by Category: Total Volume 2023-2028
- Table 112 Forecast Sales of RTDs by Category: Total Value 2023-2028
- Table 113 Forecast Sales of RTDs by Category: % Total Volume Growth 2023-2028
- Table 114 Forecast Sales of RTDs by Category: % Total Value Growth 2023-2028

Alcoholic Drinks in Australia

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