

Spirits in Australia

Market Direction | 2024-06-20 | 36 pages | Euromonitor

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Report description:

In 2023, on-trade volume sales of spirits in Australia reached 14.2 million litres, sitting just below pre-pandemic levels, as the channel continued to recover from the impact of COVID-19. The strong performance was impressive considering the tough economic conditions, with many local consumers grappling with high inflation and interest rates throughout the year. Off-trade spirits also performed strongly in 2023, a reflection of consumer interest in still preparing cocktails or enjoying spirits...

Euromonitor International's Spirits 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: 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 AUSTRALIA

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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

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

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