

## Spirits in India

Market Direction | 2024-10-03 | 30 pages | Euromonitor

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### Report description:

After two years of double-digit total volume growth, the rate of increase for spirits slowed in India in 2023. This slowdown can be attributed to continued recovery for the on-trade channel. When consumers drink outside the home, it typically reduces overall consumption volumes due to higher on-trade prices compared with off-trade prices. Furthermore, the cost-of living crisis impacted discretionary spending.

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 (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 India  
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#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Spirits loses some of its growth momentum in 2023

Diageo and Pernod Ricard lead spirits, followed by a host of Indian companies

Foreign manufacturers adopt a more local approach to combat the success of Indian single malt whisky manufacturers

#### PROSPECTS AND OPPORTUNITIES

Companies will continue to struggle with their bottom line amidst inflationary pressures and their inability to set prices

Millennials will continue to drive sales of imported whiskies

India expected to lead the shift of whisky consumption to developing markets

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

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