

## **Fine Wines/Champagne and Spirits in Australia**

Market Direction | 2024-11-06 | 23 pages | Euromonitor

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### **Report description:**

Fine wines/champagne and spirits in Australia is registering low but positive retail value growth in 2024, while volumes remain flat, continuing the general trend of "less but better" across alcoholic drinks. This benefits the sale of premium and luxury alcoholic beverages, such as other fine wine and champagne, and spirits such as vodka, whiskies, tequila and cognac. In 2024, luxury whiskies (9% retail value growth), and luxury brandy and cognac (5% retail value growth) are enjoying standout pe...

Euromonitor International's Fine Wines/Champagne and Spirits in Australia report offers a comprehensive guide to the size and shape of the Fine Wines/Champagne and Spirits market at a national level. It provides the latest retail sales data, 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 and their effects on Fine Wines/Champagne and Spirits retailing along with the development of consumers' shopping patterns. Forecasts to 2028 illustrate how the market is set to change

Product coverage: Fine Wines, Luxury 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 Fine Wines/Champagne and 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.

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### FINE WINES/CHAMPAGNE AND SPIRITS IN AUSTRALIA

#### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Luxury spirits leads the way as value growth is driven by luxury whiskies and vodka

Premiumisation evident through consumer preference for considered craftsmanship, top-quality ingredients and authentic provenance

Health-conscious drinking enters mainstream as non/low alcohol gains traction both locally and internationally

#### PROSPECTS AND OPPORTUNITIES

Higher alcohol duty, particularly on spirits, a factor to consider over the forecast period

Aspirational global collaborations keep luxury spirits refreshed, rejuvenated and accessible to more diverse demographics

Environmental, social and governance efforts within luxury spirits

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Luxury shoppers become increasingly discerning as economic pressures impact demand

Surging inflation, high interest rates and increased living expenses are among the economic headwinds impacting luxury goods

Multinational automotive groups and French luxury conglomerates dominate competitive landscape of luxury goods in Australia

Successful omnichannel approach to luxury facilitates consumer dialogue in the digital realm, while simultaneously rejuvenating city streets and retail precincts

Improved outlook for premium and luxury cars, experiential luxury and fine wines/champagne and spirits

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