

## **India Whiskey Market Outlook Report - Market Size, Share Analysis and Forecast (2025-2034)**

Market Report | 2025-08-11 | 121 pages | EMR Inc.

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### **Report description:**

The India whiskey market reached 260.07 Million Cases in 2024 and is set to grow at a 7.60% CAGR, reaching 541.02 Million Cases by 2034.

South India to be One of the Major Whiskey Consuming Regions in India

South India is a significant consumer of whiskey in India. Whiskey is also widely consumed in Goa along with Chhattisgarh, Tripura, Punjab, and Arunachal Pradesh. Along with being a major consumer, India is also a significant whiskey producer globally.

Allied Blenders & Distillers Pvt. Ltd.'s Officer's Choice whiskey was one of the most consumed whiskeys in India. Allied Blenders and Distillers has powerful sales across the nation, especially due to their Officer's Choice whiskey and a well-connected delivery network along with a pan-India production range with 43 production and bottling facilities.

Whiskey: Market Segmentation

Most of the whiskey generated in India is made from fermented molasses (as rum) with either grain whiskey or pre-blended Scotch whiskey. The various types of whiskey available in India are:

- American Whiskey
- Irish Whiskey
- Scotch Whiskey

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- Canadian Whiskey

- Others

By raw material, the market can be segmented into:

- Malt

- Wheat

- Rye

- Corn

- Blended

- Others

Based on quality, the industry can be divided into:

- Premium

- High End Premium

- Super Premium

- Others

On the basis of size, the market is categorised into:

- 180 ml

- 375 ml

- 750 ml

- Others

The report also covers the regional markets of the whiskey in India, like North Region, East and Central Region, West Region, and South Region.

#### Changing Lifestyle of People to Bolster the Market Growth of Whiskey in India

The whiskey market in India is growing due to the changing lifestyle of people in India, owing to the rapid urbanisation. Their alcohol consumption is increasing, further pushing forward the market. The industry for whiskey is being driven by a strong demand for high-quality, premium alcoholic beverages with an increase in consumer purchasing power. With the increasing globalisation and opportunities, the disposable income, that is, the purchasing power of people, is also increasing. In order to

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maintain their lifestyle, they are spending more on alcohol consumption, especially whiskey. Increased single-malt whiskey manufacturing and aged-barrel whiskey will also have a positive effect on product consumption in the coming years. The rising demand from the younger consumers in India for whiskey is also expected to catalyse the market growth.

### Key Industry Players in the India Whiskey Market

The report gives a detailed analysis of the following key players in the India whiskey market, covering their competitive landscape, capacity, and latest developments like mergers, acquisitions, and investments, expansions of capacity, and plant turnarounds:

- Pernod Ricard
- Allied Blenders And Distillers Private Limited
- Radico Khaitan Limited
- Diageo plc
- Amrut Distilleries
- Paul John Whisky
- Tulleeho Portals Pvt. Ltd
- Beam Suntory Inc.
- The Macallan Distillers Limited
- William Grant & Sons
- Others

The comprehensive EMR report provides an in-depth assessment of the market based on the Porter's five forces model along with giving a SWOT analysis.

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