Global Whiskey Market 2016-2020

Description: An overview of the whiskey market

In 2015, the global whiskey market was the third largest segment and also the fastest growing segment in the global spirits market and is expected to register a CAGR of more than 5% between 2016 and 2020. The demand for premium whiskey is on the rise, especially in major markets such as the UK and the US, and is one of the key drivers of the global whiskey market. Balblair Highland Single Malt Scotch Whisky 1999, Hudson Baby Bourbon Whiskey, and Suntory Yamazaki Distiller's Reserve Single Malt Whisky are some of the famous brands of premium whiskey.

The growing popularity and demand for Irish whiskey and American bourbon is another major trend driving the growth of the whiskey market globally. Irish whiskey and the American whiskey is projected to grow at a CAGR of more than 8% and 7%, respectively during the forecast period.

Product segmentation and analysis of the global whiskey market

- Scotch whisky
- US whiskey
- Canadian whisky
- Irish whiskey
- Other whiskey (Indian whiskey, national whiskey, Spanish whiskey, and Japanese whiskey)

In 2015, the whiskey market was dominated by the other whiskey segment, accounting for almost 56% of the market share. The growth of this segment is mainly attributed to the high demand of the Indian whiskey, which is one of the most consumed alcoholic beverages in the world. However, the growth of the other whiskey segment is projected to slow down a tad in the next five years.

Segmentation and analysis of the global whiskey market by distribution channel

- Supermarkets/hypermarkets
- On-trade
- Specialist retailers
- Online
- Convenience stores

In 2015, the market was dominated by the supermarkets/hypermarkets, accounting for more than 35% of the market in terms of volume. For instance, supermarkets and hypermarkets are set to grow at an annual growth rate of approximately 12% in Qatar. In ASEAN countries, the penetration of modern retail chains has increased from 11%-38% in 2009 to 16%-45% in 2014.

Competitive landscape and key vendors

The growing popularity of whiskey among all age groups is motivating vendors to usher in new flavors and varieties in the competitive Alcohol industry, which in turn acts as a challenge to the established premium brands. Many new whiskey brands are emerging from across the world such as Japan, Croatia, Spain, Sweden, Taiwan, Romania, New Zealand, and China, thereby intensifying the competition in the market.

The leading vendors in the market are -

- ABD Distillers
- Beam Suntory
- Brown-Forman
- Diageo
- Pernod Ricard

The other prominent vendors of the market include Asahi Breweries, Bacardi, Constellation Spirits, Distell Group, Gruppo Campari, Heaven Hill Distilleries, Highwood Distilleries, John Distilleries, Radico Khaitan,
Shiva Distilleries, Tilak Nagar Industries, and United Spirits.

Key questions answered in the report
- What will the market size and the growth rate be in 2020?
- What are the key factors driving the global whiskey market?
- What are the key market trends impacting the growth of the global whiskey market?
- What are the challenges to market growth?
- Who are the key vendors in the global whiskey market?
- What are the market opportunities and threats faced by the vendors in the global whiskey market?
- Trending factors influencing the market shares of APAC, the Americas, and EMEA?
- What are the key outcomes of the five forces analysis on the global whiskey market?

Related reports

- Global Scotch Whisky Market 2015-2019
- Wine Market in Europe 2015-2019
- Vodka Market in Europe 2015-2019
- USA Alcoholic Beverages Craft Beer Market 2015-2019
- Vodka Market in Nordic Countries 2015-2019
- Global Vodka Market 2015-2019

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