

# Whiskey (Whisky) in North America to 2014 (Spirits)

<https://marketpublishers.com/r/WF2098DEA19EN.html>

Date: January 2011

Pages: 26

Price: US\$ 350.00 (Single User License)

ID: WF2098DEA19EN

## Abstracts

### Introduction

This databook provides key data and information on the Whiskey (Whisky) in North America (Spirits). This report is a comprehensive resource for market, category and segment level data including value, volume, distribution share and company & brand share. This report also provides expenditure and consumption data for the historic and forecast periods.

### Scope

Market, category and segment level information on value, volume, and expenditure & consumption, with historic (2003-2008) and forecast (2009-2013) data

Category level company and brand share as well as distribution share information for 2007 and 2008

### Highlights

The whisk(e)y category was valued at \$14,659.3m in 2009, representing a CAGR of 1% since 2004.

By the end of 2014, the whisk(e)y category will be worth \$14,975.7m, with an expected CAGR of 0.4% between 2009 and 2014.

The whisk(e)y market volume totaled 467.5 million liters in 2009, representing a CAGR of 0.1% since 2004.

By the end of 2014, the whisk(e)y market will total 459.4 million liters, with an expected negative CAGR of 0.4% between 2009 and 2014.

The whisk(e)y market was led by Canadian whiskey (representing 36.2% of the total value) followed by scotch whisky and American whiskey, with a 29% and 27.3% market share, respectively. Other whisk(e)y and Irish whiskey constitute the remaining segments with a 4.2% and 3.4% market share, respectively.

Diageo plc is the market leader with a 25.1% share of the market.

### Whiskey (Whisky) in North America (Spirits)

Design effective marketing and sales strategies by identifying key market categories and segments

Identify key players within the market to plan lucrative M&A, partnerships and agreements

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