

# **Irish Whiskey Market by Type (Blended, Single malt, Single Pot, Single Grain), Pricing (Mass and Premium), and Sales Channel (On-trade and Off-Trade): Global Opportunity Analysis and Industry Forecast, 2021–2027**

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## **Abstracts**

The Irish whiskey is considered one of the best alcoholic beverages globally. It is made with malted and unmalted barley and then distilled for around 3 years. In distillation, it undergoes fermentation process, where additional enzymes help in processing and conversion to alcohol. It is then distilled thrice for better taste and smoothness. The Irish whiskey is known to fuse perfectly with other drinks as it is smoother than other whiskeys. Furthermore, the Irish whiskey is perfect for making cocktails and shooter recipes. It is very popular in countries such as the U.S., the UK, France, and Germany, owing to factors such as increase in disposable income, bar etiquette, and spirits led tourism.

In developing countries, the customer spending on Irish whiskey and other alcoholic beverages is increasing. This is attributed to increase in disposable income, acceptability, and positive perception toward alcoholic beverages. In addition, the demand for premium Irish whiskey is also expected to increase in these countries, owing to inclination of consumers toward unique taste, flavor, and superior quality whiskey. Consequently, the manufacturers are focusing toward innovative ideas to meet the consumers' need. However, there is huge taxation on the alcoholic beverages makes the accessibility of the product difficult to customers, which is expected to restrain the market growth. On the contrary, innovation in product offerings such as inclusion of more carbon content in drinks, introduction of craft alcoholic beverages, innovations in packaging is expected to open avenues for market growth.

The Irish whiskey market has been segmented based on type, pricing, sales channel, and region. Based on type, single malt Irish whiskey, single-pot Irish whiskey and single grain Irish whiskey. In addition, on the basis of pricing, it is fragmented into Mass and Premium Irish whiskey. Based on sales channel, it is classified into on-trade and off-trade. Furthermore, it includes the revenue generated from the sales of Irish whiskey across North America, Europe, Asia-Pacific, and LAMEA.

The key players in the Irish whiskey market have adopted product launch and expansion as their key strategies to stay competitive. The key players profiled in the report include Beam Suntory Inc., Jameson Irish whiskey, Teeling Distillery, The Old Bushmills Distillery Co., Brown-Forman, Diageo, Pernod Ricard, William Grant & Sons, West Cork Distillers, and Knappogue Castle Whiskey.

## KEY BENEFITS FOR STAKEHOLDERS

The report provides a quantitative analysis of the current market trends, estimations, and dynamics of the market size from 2019-2027 identify the prevailing Irish whiskey opportunities.

Porter's five forces analysis highlights the potency of buyers and supplier's tenable stakeholder's make profit-oriented business decisions and strengthen their supplier-buyer network.

The major countries in each region are mapped according their revenue contribution the industry.

The market player positioning segment facilitates benchmarking and provides a clear understanding of the present position of the market players in the Irish whiskey industry.

## KEY MARKET SEGMENTATION

### By Type

Blended

Single Malt

Single Pot

Single Grain

By Pricing

Mass

Premium

Sales Channel

On-trade

Off-trade

By Region

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Italy

Spain

Russia

Rest of Europe

Asia-Pacific

China

India

Japan

Australia

South Korea

Rest of Asia-Pacific

LAMEA

Latin America

Africa

Rest of LAMEA

## Contents

### CHAPTER 1:INTRODUCTION

- 1.1.Report description
- 1.2.Key benefits to stakeholders
- 1.3.Key market Segments
- 1.4.Research Methodology
  - 1.4.1.Primary Research
  - 1.4.2.Secondary Research
  - 1.4.3.Analyst tools and models

### CHAPTER 2:EXECUTIVE SUMMARY

- 2.1.Key findings of the study
- 2.2.CXO Perspective

### CHAPTER 3:MARKET OVERVIEW

- 3.1.Market definition and scope
- 3.2.Impact of COVID-19
- 3.3.Post Impact of COVID-19
- 3.4.Porter's five forces analysis
  - 3.4.1.Bargaining power of suppliers
  - 3.4.2.Bargaining power of buyers
  - 3.4.3.Threat of substitution
  - 3.4.4.Threat of new entrants
  - 3.4.5.Intensity of competitive rivalry
- 3.5.Market Dynamics
  - 3.5.1.Drivers
    - 3.5.1.1.Experimentation and innovation in manufacturing
    - 3.5.1.2.Taste and preference
    - 3.5.1.3.Innovative packaging of the bottles
  - 3.5.2.Restraints
    - 3.5.2.1.Huge taxation on alcoholic beverages
    - 3.5.2.2.Impact of Brexit on Irish whiskey market
  - 3.5.3.Opportunities
    - 3.5.3.1.Emergence of E-commerce
    - 3.5.3.2.Rising demand of premium drinks in Developing countries

## **CHAPTER 4:IRISH WHIKEY MARKET, BY TYPE**

### 4.1.Overview

### 4.2.Blended

4.2.1.Key market trends, growth factors and opportunities

4.2.2.Market size and forecast, by type

4.2.3.Market analysis, by type

### 4.3.Single malt

4.3.1.Key market trends, growth factors and opportunities

4.3.2.Market size and forecast, by type

4.3.3.Market analysis, by type

### 4.4.Single pot

4.4.1.Key market trends, growth factors and opportunities

4.4.2.Market size and forecast, by type

4.4.3.Market analysis, by type

### 4.5.Single Grain

4.5.1.Key market trends, growth factors and opportunities

4.5.2.Market size and forecast, by type

4.5.3.Market analysis, by type

## **CHAPTER 5:IRISH WHISKEY MARKET, BY PRICING**

### 5.1.Overview

### 5.2.Mass

5.2.1.Key market trends, growth factors and opportunities

5.2.2.Market size and forecast, by pricing

### 5.3.Premium

5.3.1.Key market trends, growth factors and opportunities

5.3.2.Market size and forecast, by pricing

## **CHAPTER 6:IRISH WHISKEY MARKET, BY SALES CHANNEL**

### 6.1.Overview

### 6.2.On-trade

6.2.1.Key market trends, growth factors and opportunities

6.2.2.Market size and forecast, by sales channel

### 6.3.Off-trade

6.3.1.Key market trends, growth factors and opportunities

6.3.2. Market size and forecast, by sales channel

## **CHAPTER 7: IRISH WHISKEY MARKET, BY REGION**

7.1. Overview

7.2. North America

7.2.1. Key market trends, growth factor and opportunities

7.2.2. Market size and forecast, by type

7.2.3. Market size and forecast, by pricing

7.2.4. Market size and forecast, by sales channel

7.2.5. Market size and forecast, by Countries

7.2.5.1. U.S.

7.2.6. Market size and forecast, by type

7.2.7. Market size and forecast, by pricing

7.2.8. Market size and forecast, by sales channel

7.2.8.1. Canada

7.2.9. Market size and forecast, by type

7.2.10. Market size and forecast, by pricing

7.2.11. Market size and forecast, by sales channel

7.2.11.1. Mexico

7.2.12. Market size and forecast, by type

7.2.13. Market size and forecast, by pricing

7.2.14. Market size and forecast, by sales channel

7.3. Europe

7.3.1. Key market trends, growth factor and opportunities

7.3.2. Market size and forecast, by type

7.3.3. Market size and forecast, by pricing

7.3.4. Market size and forecast, by sales channel

7.3.5. Market size and forecast, by Country

7.3.5.1. Germany

7.3.6. Market size and forecast, by type

7.3.7. Market size and forecast, by pricing

7.3.8. Market size and forecast, by sales channel

7.3.8.1. UK

7.3.9. Market size and forecast, by type

7.3.10. Market size and forecast, by pricing

7.3.11. Market size and forecast, by sales channel

7.3.11.1. France

7.3.12. Market size and forecast, by type

- 7.3.13. Market size and forecast, by pricing
  - 7.3.14. Market size and forecast, by sales channel
    - 7.3.14.1. Italy
  - 7.3.15. Market size and forecast, by type
  - 7.3.16. Market size and forecast, by pricing
  - 7.3.17. Market size and forecast, by sales channel
    - 7.3.17.1. Spain
  - 7.3.18. Market size and forecast, by type
  - 7.3.19. Market size and forecast, by pricing
  - 7.3.20. Market size and forecast, by sales channel
    - 7.3.20.1. Russia
  - 7.3.21. Market size and forecast, by type
  - 7.3.22. Market size and forecast, by pricing
  - 7.3.23. Market size and forecast, by sales channel
    - 7.3.23.1. Rest of Europe
  - 7.3.24. Market size and forecast, by type
  - 7.3.25. Market size and forecast, by pricing
  - 7.3.26. Market size and forecast, by sales channel
- 7.4. Asia-Pacific
- 7.4.1. Key market trends, growth factor and opportunities
  - 7.4.2. Market size and forecast, by type
  - 7.4.3. Market size and forecast, by pricing
  - 7.4.4. Market size and forecast, by sales channel
  - 7.4.5. Market size and forecast, by Countries
    - 7.4.5.1. China
  - 7.4.6. Market size and forecast, by type
  - 7.4.7. Market size and forecast, by pricing
  - 7.4.8. Market size and forecast, by sales channel
    - 7.4.8.1. India
  - 7.4.9. Market size and forecast, by type
  - 7.4.10. Market size and forecast, by pricing
  - 7.4.11. Market size and forecast, by sales channel
    - 7.4.11.1. Japan
  - 7.4.12. Market size and forecast, by type
  - 7.4.13. Market size and forecast, by pricing
  - 7.4.14. Market size and forecast, by sales channel
    - 7.4.14.1. Australia
  - 7.4.15. Market size and forecast, by type
  - 7.4.16. Market size and forecast, by pricing



7.4.17. Market size and forecast, by sales channel

7.4.17.1. South Korea

7.4.18. Market size and forecast, by type

7.4.19. Market size and forecast, by pricing

7.4.20. Market size and forecast, by sales channel

7.4.20.1. Rest of Asia-Pacific

7.4.21. Market size and forecast, by type

7.4.22. Market size and forecast, by pricing

7.4.23. Market size and forecast, by sales channel

7.5. LAMEA

7.5.1. Key market trends, growth factor and opportunities

7.5.2. Market size and forecast, by type

7.5.3. Market size and forecast, by pricing

7.5.4. Market size and forecast, by sales channel

7.5.5. Market size and forecast, by Countries

7.5.5.1. Latin America

7.5.6. Market size and forecast, by type

7.5.7. Market size and forecast, by pricing

7.5.8. Market size and forecast, by sales channel

7.5.8.1. Africa

7.5.9. Market size and forecast, by type

7.5.10. Market size and forecast, by pricing

7.5.11. Market size and forecast, by sales channel

7.5.11.1. Rest of LAMEA

7.5.12. Market size and forecast, by type

7.5.13. Market size and forecast, by pricing

7.5.14. Market size and forecast, by sales channel

## **CHAPTER 8: COMPANY PROFILES**

8.1. Beam Suntory Inc.

8.1.1. Company overview

8.1.2. Key Executives

8.1.3. Company snapshot

8.1.4. Operating business segments

8.1.5. Product portfolio

8.1.6. Business performance

8.1.7. Key strategic moves and developments

8.2. Jameson Irish whiskey /Irish Distillers International Limited

- 8.2.1. Company overview
- 8.2.2. Key Executives
- 8.2.3. Company snapshot
- 8.2.4. Operating business segments
- 8.2.5. Key strategic moves and developments
- 8.3. Teeling Distillery
  - 8.3.1. Company Overview
  - 8.3.2. Key Executives
  - 8.3.3. Company snapshot
  - 8.3.4. Operating business segments
  - 8.3.5. Product portfolio
  - 8.3.6. Key strategic moves and developments
- 8.4. The Old Bushmills Distillery Co.
  - 8.4.1. Company overview
  - 8.4.2. Key Executives
  - 8.4.3. Company snapshot
  - 8.4.4. Operating business segments
  - 8.4.5. Product portfolio
  - 8.4.6. Key strategic moves and developments
- 8.5. Brown-Forman
  - 8.5.1. Company overview
  - 8.5.2. Key Executives
  - 8.5.3. Company snapshot
  - 8.5.4. Operating business segments
  - 8.5.5. Product portfolio
  - 8.5.6. Key strategic moves and developments
- 8.6. Diageo
  - 8.6.1. Company overview
  - 8.6.2. Key Executives
  - 8.6.3. Company snapshot
  - 8.6.4. Operating business segments
  - 8.6.5. Product portfolio
  - 8.6.6. Business performance
  - 8.6.7. Key strategic moves and developments
- 8.7. Pernod Ricard
  - 8.7.1. Company overview
  - 8.7.2. Key Executives
  - 8.7.3. Company snapshot
  - 8.7.4. Operating business segments

- 8.7.5.Product portfolio
- 8.7.6.Business performance
- 8.7.7.Key strategic moves and developments
- 8.8.William Grant & Sons
  - 8.8.1.Company overview
  - 8.8.2.Key Executives
  - 8.8.3.Company snapshot
  - 8.8.4.Operating business segments
  - 8.8.5.Product portfolio
  - 8.8.6.Key strategic moves and developments
- 8.9.West Cork Distillers
  - 8.9.1.Company overview
  - 8.9.2.Key Executives
  - 8.9.3.Company snapshot
  - 8.9.4.Operating business segments
  - 8.9.5.Product portfolio
  - 8.9.6.Key strategic moves and developments
- 8.10.Knappogue Castle Whiskey
  - 8.10.1.Company overview
  - 8.10.2.Key Executives
  - 8.10.3.Company snapshot
  - 8.10.4.Operating business segments
  - 8.10.5.Product portfolio
  - 8.10.6.Key strategic moves and developments

## List Of Tables

### LIST OF TABLES

TABLE 01.GLOBAL IRISH WHISKEY MARKET REVENUE, BY TYPE, 2019–2027  
(\$MILLION)

TABLE 02.BLENDED IRISH WHISKEY MARKET REVENUE, BY TYPE, 2019–2027  
(\$MILLION)

TABLE 03.SINGLE MALT IRISH WHISKEY MARKET REVENUE, BY TYPE,  
2019–2027 (\$MILLION)

TABLE 04.SINGLE POT IRISH WHISKEY MARKET REVENUE, BY TYPE, 2019–2027  
(\$MILLION)

TABLE 05.SINGLE GRAIN IRISH WHISKEY MARKET REVENUE, BY TYPE,  
2019–2027 (\$MILLION)

TABLE 06.GLOBAL IRISH WHISKEY MARKET REVENUE, BY PRICING, 2019–2027  
(\$MILLION)

TABLE 07.MASS IRISH WHISKEY MARKET REVENUE, BY PRICING, 2019–2027  
(\$MILLION)

TABLE 08.PREMIUM IRISH WHISKEY MARKET REVENUE, BY PRICING, 2019–2027  
(\$MILLION)

TABLE 09. GLOBAL IRISH WHISKEY MARKET REVENUE, BY SALES CHANNELS,  
2019–2027 (\$MILLION)

TABLE 10.ON-TRADE IRISH WHISKEY MARKET REVENUE, BY SALES CHANNELS,  
2019–2027 (\$MILLION)

TABLE 11.OFF-TRADE IRISH WHISKEY MARKET REVENUE, BY SALES CHANNEL,  
2019–2027 (\$MILLION)

TABLE 12.GLOBAL IRISH WHISKEY MARKET REVENUE, BY REGION, 2019–2027  
(\$MILLION)

TABLE 13.NORTH AMERICA IRISH WHISKEY MARKET REVENUE, BY REGION,  
2019–2027 (\$MILLION)

TABLE 14.U.S. IRISH WHISKEY MARKET REVENUE, BY REGION, 2019–2027  
(\$MILLION)

TABLE 15.EUROPE IRISH WHISKEY MARKET REVENUE, BY REGION, 2019–2027  
(\$MILLION)

TABLE 16.GERMANY IRISH WHISKEY MARKET REVENUE, BY REGION, 2019–2027  
(\$MILLION)

TABLE 17.UK IRISH WHISKEY MARKET REVENUE, BY REGION, 2019–2027  
(\$MILLION)

TABLE 18.ASIA-PACIFIC IRISH WHISKEY MARKET REVENUE, BY REGION,

2019–2027 (\$MILLION)

TABLE 19.CHINA IRISH WHISKEY MARKET REVENUE, BY REGION, 2019–2027  
(\$MILLION)

TABLE 20.JAPAN IRISH WHISKEY MARKET REVENUE, BY REGION, 2019–2027  
(\$MILLION)

TABLE 21.INDIA IRISH WHISKEY MARKET REVENUE, BY REGION, 2019–2027  
(\$MILLION)

TABLE 22.LAMEA IRISH WHISKEY MARKET REVENUE, BY REGION, 2019–2027  
(\$MILLION)

TABLE 23.BEAM SUNTORY INC.: KEY EXECUTIVES

TABLE 24.BEAM SUNTORY INC.: COMPANY SNAPSHOT, 2021–2027 (\$MILLION)

TABLE 25.BEAM SUNTORY INC.: OPERATING SEGMENTS, 2021–2027 (\$MILLION)

TABLE 26.BEAM SUNTORY INC.: NET SALES

TABLE 27.JAMESON IRISH WHISKEY: KEY EXECUTIVES

TABLE 28.JAMESON IRISH WHISKEY: COMPANY SNAPSHOT

TABLE 29.JAMESON IRISH WHISKEY: OPERATING SEGMENTS

TABLE 30.TEELING DISTILLERY: KEY EXECUTIVES

TABLE 31.TEELING DISTILLERY: COMPANY SNAPSHOT

TABLE 32.TEELING DISTILLERY: OPERATING SEGMENTS

TABLE 33.THE OLD BUSHMILL DISTILLERY CO.: KEY EXECUTIVES

TABLE 34.THE OLD BUSHMILL DISTILLERY CO.: COMPANY SNAPSHOT

TABLE 35.THE OLD BUSHMILL DISTILLERY CO.: OPERATING SEGMENT

TABLE 36.BROWN-FORMAN: KEY EXECUTIVES

TABLE 37.BROWN-FORMAN: COMPANY SNAPSHOT

TABLE 38.BROWN-FORMAN: OPERATING SEGMENTS

TABLE 39.DIAGEO: KEY EXECUTIVES

TABLE 40.DIAGEO: COMPANY SNAPSHOT

TABLE 41.DIAGEO: OPERATING SEGMENTS

TABLE 42.DIAGEO: NET SALES

TABLE 43.PERNOD RICARD: KEY EXECUTIVES

TABLE 44.PERNOD RICARD: COMPANY SNAPSHOT

TABLE 45.PERNOD RICARD: OPERATING SEGMENT

TABLE 46.PERNOD RICARD: NET SALES

TABLE 47.WILLIAM GRANT & SONS: KEY EXECUTIVES

TABLE 48.WILLIAM GRANT & SONS: COMPANY SNAPSHOT

TABLE 49.WILLIAM GRANT & SONS: OPERATING SEGMENTS

TABLE 50.WEST CORK DISTILLERS: KEY EXECUTIVES

TABLE 51.WEST CORK DISTILLERS: COMPANY SNAPSHOT

TABLE 52.WEST CORK DISTILLERS: OPERATING SEGMENTS

TABLE 53.KNAPPOGUE CASTLE WHISKEY: KEY EXECUTIVES

TABLE 54.KNAPPOGUE CASTLE WHISKEY: COMPANY SNAPSHOT

TABLE 55.KNAPPOGUE CASTLE WHISKEY: OPERATING SEGMENTNS

## List Of Figures

### LIST OF FIGURES

FIGURE 01.KEY MARKET SEGMENTS

FIGURE 02.EXECUTIVE SUMMARY

FIGURE 03.LOW BARGAINING POWER OF SUPPLIERS

FIGURE 04.LOW BARGAINING POWER OF BUYERS

FIGURE 05.MODERATE THREAT OF SUBSTITUTION

FIGURE 06.LOW THREAT OF NEW ENTRANTS

FIGURE 07.MODERATE INTENSITY OF COMPETITIVE RIVALRY

FIGURE 08.IRISH WHISKEY MARKET: DRIVER, RESTRAINTS AND OPPORTUNITIES

FIGURE 09.COMPARATIVE SHARE ANALYSIS OF BLENDED IRISH WHISKEY MARKET REVENUE, BY TYPE, 2019 & 2027 (%)

FIGURE 10.COMPARATIVE SHARE ANALYSIS OF SINGLE MALT IRISH WHISKEY MARKET REVENUE, BY TYPE, 2019 & 2027 (%)

FIGURE 11.COMPARATIVE SHARE ANALYSIS OF SINGLE POT IRISH WHISKEY MARKET REVENUE, BY TYPE, 2019 & 2027 (%)

FIGURE 12.COMPARATIVE SHARE ANALYSIS OF SINGLE GRAIN IRISH WHISKEY MARKET REVENUE, BY TYPE, 2019 & 2027 (%)

FIGURE 13.COMPARATIVE SHARE ANALYSIS OF MASS IRISH WHISKEY MARKET REVENUE, BY COUNTRY, 2019 & 2027 (%)

FIGURE 14.COMPARATIVE SHARE ANALYSIS OF PREMIUM IRISH WHISKEY MARKET REVENUE, BY COUNTRY, 2019 & 2027 (%)

FIGURE 15.COMPARATIVE SHARE ANALYSIS OF ON-TRADE IRISH WHISKEY MARKET REVENUE, BY COUNTRY, 2019 & 2027 (%)

FIGURE 16.COMPARATIVE SHARE ANALYSIS OF OFF-TRADE IRISH WHISKEY MARKET REVENUE, BY COUNTRY, 2019 & 2027 (%)

FIGURE 17.U.S. IRISH WHISKEY MARKET, 2019 & 2027 (\$MILLION)

FIGURE 18.CANADA IRISH WHISKEY MARKET, 2019 & 2027 (\$MILLION)

FIGURE 19.MEXICO IRISH WHISKEY MARKET, 2019 & 2027 (\$MILLION)

FIGURE 20.GERMANY IRISH WHISKEY MARKET, 2019 & 2027 (\$MILLION)

FIGURE 21.UK IRISH WHISKEY MARKET, 2019 & 2027 (\$MILLION)

FIGURE 22.FRANCE IRISH WHISKEY MARKET, 2019 & 2027 (\$MILLION)

FIGURE 23.ITALY IRISH WHISKEY MARKET, 2019 & 2027 (\$MILLION)

FIGURE 24.SPAIN IRISH WHISKEY MARKET, 2019 & 2027 (\$MILLION)

FIGURE 25.RUSSIA IRISH WHISKEY MARKET, 2019 & 2027 (\$MILLION)

FIGURE 26.REST OF EUROPE IRISH WHISKEY MARKET, 2019 & 2027 (\$MILLION)

- FIGURE 27.CHINA IRISH WHISKEY MARKET, 2019 & 2027 (\$MILLION)
- FIGURE 28.INDIA IRISH WHISKEY MARKET, 2019 & 2027 (\$MILLION)
- FIGURE 29.JAPAN IRISH WHISKEY MARKET, 2019 & 2027 (\$MILLION)
- FIGURE 30.AUSTRALIA IRISH WHISKEY MARKET, 2019 & 2027 (\$MILLION)
- FIGURE 31.SOUTH KOREA IRISH WHISKEY MARKET, 2019 & 2027 (\$MILLION)
- FIGURE 32.REST OF ASIA-PACIFIC IRISH WHISKEY MARKET, 2019 & 2027 (\$MILLION)
- FIGURE 33.LATIN AMERICA IRISH WHISKEY MARKET, 2019 & 2027 (\$MILLION)
- FIGURE 34.AFRICA IRISH WHISKEY MARKET, 2019 & 2027 (\$MILLION)
- FIGURE 35.REST OF LAMEA IRISH WHISKEY MARKET, 2019 & 2027 (\$MILLION)
- FIGURE 36.BEAM SUNTORY INC.: REVENUE 2017-2019 (\$MILLION)
- FIGURE 37.DIAGEO: NET SALES, 2018-2020 (\$MILLION)
- FIGURE 38.PERNOD RICARD: NET SALES, 2018-2020 (\$MILLION)



## I would like to order

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