

Global Irish Whiskey Market Size study, by Product Type (Single Malt, Single Grain, Pot Still, and Blended), Distribution Channel (Specialty Stores, Hypermarkets & Supermarkets, Duty-free Stores, Restaurants & Bars, Online, and Others) and Regional Forecasts 2021-2027

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Abstracts

Global Irish Whiskey Market is valued approximately USD 4.66 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 9.32 % over the forecast period 2021-2027. Irish whiskey is an alcoholic beverage made via the distillation of a mixture formed by the alcoholic fermentation of malted barley. This triple-distilled alcoholic beverage has a smooth, sweet, and mellow flavour that customers enjoy. One of the biggest drivers of the global Irish whiskey market growth is the rising number of younger people throughout the world. The spike in demand for super-premium and high-end premium whiskey blends is predicted to propel the global Irish whiskey industry forward. Alcoholic beverages, such as whiskey, are frequently chosen beverages at parties and other public occasions, and this serves as a driving force behind the global sales of Irish whiskey. According to the press release by International Wines and Spirits Record (IWSR), global beverage alcohol users consumed a total of 27.6 billion nine-litre cases of alcohol in 2018, and the IWSR predicts that overall alcohol consumption will steadily climb over the following five years, reaching 28.5 billion cases in 2023. Also, the worldwide whiskey category expanded by 7% in 2017 due to innovation in whiskey cocktails and highballs. Consumption of whiskey will rise at a CAGR of 5.7% between 2018 and 2023. However, severe government regulations and restrictions across the world, and expanding worldwide awareness campaigns about the negative repercussions of alcohol usage impedes the growth of the market over the forecast period of 2021-2027. Also, increasing number of collaborations among leading

companies with the goal of increasing their market presence, increasing research and development by companies for the production of distilled spirits, as a result of changes in consumer taste and variant preferences, and an increase in the number of different distribution channels is likely to increase the market growth during the forecast period.

The global Irish whiskey market is segmented into main regions such as Asia Pacific, North America, Europe, Latin America, and the Rest of the World. North America is the leading region across the world in terms of market share owing to the huge population and a widespread increase in the use of alcohol. Whereas, Asia-Pacific is also anticipated to exhibit highest growth rate over the forecast period 2021-2027. Factors such as rising disposable income, increasing number of pubs, clubs, and restaurants, rapid urbanization and the presence of distribution channels. would create lucrative growth prospects for the Irish Whiskey market across Asia-Pacific region.

Major market player included in this report are:

Jameson Irish whiskey

Brown-Forman

Diageo

Pernod Ricard

William Grant & Sons

Castle Brands

West Cork Distillers

Knappogue Castle Whiskey

The Old Bushmills Distillery Co.

Teeling Distillery

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product Type:

Single Malt

Single Grain

Pot Still

Blended

By Distribution Channel:

Specialty Stores

Hypermarkets & Supermarkets

Duty-free Stores

Restaurants & Bars

Online

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019

Base year – 2020

Forecast period – 2021 to 2027

Target Audience of the Global Irish Whiskey Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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