

# **Global Scottish whisky Market Size study, by Product Type (Single Malt, Blended Malt, Blended, Single Grain, Blended Grain, and Organic), Price Range (Premium, High End Premium, and Super Premium), Distribution Channel (On Trade and Off Trade), and Regional Forecasts 2021-2027**

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## **Abstracts**

Global Scottish whisky Market is valued approximately USD 5.53 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 5.45 % over the forecast period 2021-2027. Scottish whiskey is mostly made from malted barley or other cereals such as maize and wheat. The mashing of grains, conversion into fermentable substrate, fermentation, and distillation of Scotch whiskey all take place within the same distillery. It is also necessary that Scotch whisky be matured in Scotland. The market for Scotch whisky is being driven by increased demand for premium and high-quality alcoholic drinks as consumers' spending power rises. The expansion of the Scottish whisky market is further aided by the implementation of advantageous trade policies, such as the decrease of import levies on spirits. Several health advantages linked with Scottish whisky intake are projected to boost market expansion throughout the forecast period. 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, strict government regulations on the manufacturing and processing of Scottish whiskey, as well as the harmful consequences of excessive use of Scottish whiskey limits the growth of the market over the forecast period of

2021-2027. Also, consumers' inclination towards super premium products, and market players in the Scottish whiskey industry are focused on the development of single cask bottling as a result of changes in customer purchasing behavior which is likely to increase the market growth during the forecast period.

The global Scottish 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 attributing to the growing population and a increase in the consumption of alcohol. Whereas, Asia-Pacific is also anticipated to exhibit the 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 Scottish whiskey market across Asia-Pacific region.

Major market player included in this report are:

La Martiniquaise

Pernod Ricard

William Grant and Sons Ltd.

Bacardi Limited

Bowmore Distillery

Suntory Beverage & Food Limited

Brown-Forman Corporation

LVMH

Isle of Arran Distillery

The Edrington Group

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

Blended Malt

Blended

Single Grain

Blended Grain

Organic

By Price Range:

Premium

High End Premium

Super Premium

By Distribution Channel:

On Trade

Off Trade

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 Scottish whisky 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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