

# **Global Whiskey Market Size study, by Type (Scotch Whiskey, American Whiskey, Irish Whiskey, Canadian Whiskey and Others), by Packaging Type (Bottles and Cans) by Distribution Channels (Food Service and Retail) and Regional Forecasts 2020-2027**

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## **Abstracts**

Global Whiskey Market is valued approximately USD 61.7 billion in 2019 and is anticipated to grow with a healthy growth rate of more than 6.5% over the forecast period 2020-2027. Whiskey is an alcoholic beverage that is made from fermented mash of grains. Whiskey can provide numerous fitness benefits, if consumed moderately, such as it enables in dropping weight and preventing diabetes. It's also beneficial in treating common cold and soothing the sore throat. The players inside the whiskey marketplace are in consistent pursuit of introducing novel flavors and formulations that provide big flavor and first rate excellent to the patron.

The demand for whiskey among health-conscious consumers, with the changing lifestyles. Also, consumer preference coupled with the increasing per capita disposable income and escalating global tourism levels and the heightening number of restaurants and bars across the world are market trends which are anticipated to fuel the increase of the market over the forecast period. For instance: according to Statista, In year 2019, sales volume of Johnnie Walker worldwide (in 9 liter cases) was 18.9m whereas the figure for Ballantine's worldwide was 7.7m, and 8.1m for Jameson worldwide. The leading whiskey brand in the U.S., based on dollar sales was Jack Daniel's Tennessee Whiskey. However, the regulations and taxations on whiskey production impedes the growth of the market over the forecast period of 2020-2027. Also, novel flavors and formulations that offer extensive taste and great quality to the consumer is likely to increase the market growth during the forecast period.

The worldwide study of global Whiskey market is considered for the key regions such as

Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the significant region across the world in terms of market share owing to the high demand for whiskey from the foodservice industry. Whereas, Asia-Pacific is also anticipated to exhibit highest growth rate over the forecast period 2020-2027. Factors such as the increasing number of bars and restaurants in the region would create lucrative growth prospects for the Whiskey market across Asia-Pacific region.

Major market player included in this report are:

Angus Dundee Distillers Plc. (UK)  
Allied Blenders and Distillers Pvt. Ltd. (India)  
Bacardi Limited (UK)  
Pernod Ricard (France)  
Brown-Forman (US)  
Constellation Brands, Inc. (US)  
Diageo Plc (UK)  
Suntory Holdings Ltd. (Japan)  
Asahi Group Holdings (Japan)  
La Martiniquaise (France)

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 Functions offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

Scotch Whiskey  
American Whiskey  
Irish Whiskey  
Canadian Whiskey  
Others

By Packaging Type:

Bottles  
Cans

By Distribution Channel:

Food Service

Retail

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 – 2017, 2018

Base year – 2019

Forecast period – 2020 to 2027

Target Audience of the Global 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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