

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

Contents

CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2018-2027 (USD Billion)
 - 1.2.1. Whiskey Market, by Region, 2018-2027 (USD Billion)
 - 1.2.2. Whiskey Market, by Type, 2018-2027 (USD Billion)
 - 1.2.3. Whiskey Market, by Packaging Type, 2018-2027 (USD Billion)
 - 1.2.4. Whiskey Market, by Distribution Channel, 2018-2027 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

CHAPTER 2. GLOBAL WHISKEY MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
 - 2.2.1. Scope of the Study
 - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

CHAPTER 3. GLOBAL WHISKEY MARKET DYNAMICS

- 3.1. Whiskey Market Impact Analysis (2018-2027)
 - 3.1.1. Market Drivers
 - 3.1.1.1. The heightening number of restaurants and bars across the world
 - 3.1.2. Market Challenges
 - 3.1.2.1. The regulations and taxations on whiskey production
 - 3.1.3. Market Opportunities
 - 3.1.3.1. Novel flavors and formulations in Whiskey

CHAPTER 4. GLOBAL WHISKEY MARKET INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model
 - 4.1.1. Bargaining Power of Suppliers
 - 4.1.2. Bargaining Power of Buyers
 - 4.1.3. Threat of New Entrants

- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.1.6. Futuristic Approach to Porter's 5 Force Model (2017-2027)
- 4.2. PEST Analysis
 - 4.2.1. Political
 - 4.2.2. Economical
 - 4.2.3. Social
 - 4.2.4. Technological
- 4.3. Investment Adoption Model
- 4.4. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL WHISKEY MARKET, BY TYPE

- 5.1. Market Snapshot
- 5.2. Global Whiskey Market by Type, Performance - Potential Analysis
- 5.3. Global Whiskey Market Estimates & Forecasts by Type 2017-2027 (USD Billion)
- 5.4. Whiskey Market, Sub Segment Analysis
 - 5.4.1. Scotch Whiskey
 - 5.4.2. American Whiskey
 - 5.4.3. Irish Whiskey
 - 5.4.4. Canadian Whiskey
 - 5.4.5. Others

CHAPTER 6. GLOBAL WHISKEY MARKET, BY PACKAGING TYPE

- 6.1. Market Snapshot
- 6.2. Global Whiskey Market by Packaging Type, Performance - Potential Analysis
- 6.3. Global Whiskey Market Estimates & Forecasts by Packaging Type 2017-2027 (USD Billion)
- 6.4. Whiskey Market, Sub Segment Analysis
 - 6.4.1. Bottles
 - 6.4.2. Cans

CHAPTER 7. GLOBAL WHISKEY MARKET, BY DISTRIBUTION CHANNELS

- 7.1. Market Snapshot
- 7.2. Global Whiskey Market by Form, Performance - Potential Analysis
- 7.3. Global Whiskey Market Estimates & Forecasts by Distribution Channels 2017-2027 (USD Billion)

7.4. Whiskey Market, Sub Segment Analysis

7.4.1. Food Service

7.4.2. Retail

CHAPTER 8. GLOBAL WHISKEY MARKET, REGIONAL ANALYSIS

8.1. Whiskey Market, Regional Market Snapshot

8.2. North America Whiskey Market

8.2.1. U.S. Whiskey Market

8.2.1.1. Type breakdown estimates & forecasts, 2017-2027

8.2.1.2. Packaging Type breakdown estimates & forecasts, 2017-2027

8.2.1.3. Distribution Channels breakdown estimates & forecasts, 2017-2027

8.2.2. Canada Whiskey Market

8.3. Europe Whiskey Market Snapshot

8.3.1. U.K. Whiskey Market

8.3.2. Germany Whiskey Market

8.3.3. France Whiskey Market

8.3.4. Spain Whiskey Market

8.3.5. Italy Whiskey Market

8.3.6. Rest of Europe Whiskey Market

8.4. Asia-Pacific Whiskey Market Snapshot

8.4.1. China Whiskey Market

8.4.2. India Whiskey Market

8.4.3. Japan Whiskey Market

8.4.4. Australia Whiskey Market

8.4.5. South Korea Whiskey Market

8.4.6. Rest of Asia Pacific Whiskey Market

8.5. Latin America Whiskey Market Snapshot

8.5.1. Brazil Whiskey Market

8.5.2. Mexico Whiskey Market

8.6. Rest of The World Whiskey Market

CHAPTER 9. COMPETITIVE INTELLIGENCE

9.1. Top Market Strategies

9.2. Company Profiles

9.2.1. Angus Dundee Distillers Plc. (UK)

9.2.1.1. Key Information

9.2.1.2. Overview

- 9.2.1.3. Financial (Subject to Data Availability)
- 9.2.1.4. Product Summary
- 9.2.1.5. Recent Developments
- 9.2.2. Allied Blenders and Distillers Pvt. Ltd. (India)
- 9.2.3. Bacardi Limited (UK)
- 9.2.4. Pernod Ricard (France)
- 9.2.5. Brown-Forman (US)
- 9.2.6. Constellation Brands, Inc. (US)
- 9.2.7. Diageo Plc (UK)
- 9.2.8. Suntory Holdings Ltd. (Japan)
- 9.2.9. Asahi Group Holdings (Japan)
- 9.2.10. La Martiniquaise (France)

CHAPTER 10. RESEARCH PROCESS

- 10.1. Research Process
 - 10.1.1. Data Mining
 - 10.1.2. Analysis
 - 10.1.3. Market Estimation
 - 10.1.4. Validation
 - 10.1.5. Publishing
- 10.2. Research Attributes
- 10.3. Research Assumption

List Of Tables

LIST OF TABLES

TABLE 1. Global Whiskey market, report scope

TABLE 2. Global Whiskey market estimates & forecasts by Region 2017-2027 (USD Billion)

TABLE 3. Global Whiskey market estimates & forecasts by Type 2017-2027 (USD Billion)

TABLE 4. Global Whiskey market estimates & forecasts by Packaging Type 2017-2027 (USD Billion)

TABLE 5. Global Whiskey market estimates & forecasts by Distribution Channels 2017-2027 (USD Billion)

TABLE 6. Global Whiskey market by segment, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 7. Global Whiskey market by region, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 8. Global Whiskey market by segment, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 9. Global Whiskey market by region, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 10. Global Whiskey market by segment, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 11. Global Whiskey market by region, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 12. Global Whiskey market by segment, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 13. Global Whiskey market by region, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 14. Global Whiskey market by segment, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 15. Global Whiskey market by region, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 16. U.S. Whiskey market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 17. U.S. Whiskey market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 18. U.S. Whiskey market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 19. Canada Whiskey market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 20. Canada Whiskey market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 21. Canada Whiskey market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 22. UK Whiskey market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 23. UK Whiskey market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 24. UK Whiskey market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 25. Germany Whiskey market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 26. Germany Whiskey market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 27. Germany Whiskey market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 28. RoE Whiskey market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 29. RoE Whiskey market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 30. RoE Whiskey market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 31. China Whiskey market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 32. China Whiskey market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 33. China Whiskey market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 34. India Whiskey market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 35. India Whiskey market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 36. India Whiskey market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 37. Japan Whiskey market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 38. Japan Whiskey market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 39. Japan Whiskey market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 40. RoAPAC Whiskey market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 41. RoAPAC Whiskey market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 42. RoAPAC Whiskey market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 43. Brazil Whiskey market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 44. Brazil Whiskey market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 45. Brazil Whiskey market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 46. Mexico Whiskey market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 47. Mexico Whiskey market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 48. Mexico Whiskey market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 49. RoLA Whiskey market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 50. RoLA Whiskey market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 51. RoLA Whiskey market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 52. Row Whiskey market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 53. Row Whiskey market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 54. Row Whiskey market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 55. List of secondary sources, used in the study of global Whiskey market

TABLE 56. List of primary sources, used in the study of global Whiskey market

TABLE 57. Years considered for the study

TABLE 58. Exchange rates considered

List Of Figures

LIST OF FIGURES

- FIG 1. Global Whiskey market, research methodology
- FIG 2. Global Whiskey market, market estimation techniques
- FIG 3. Global market size estimates & forecast methods
- FIG 4. Global Whiskey market, key trends 2019
- FIG 5. Global Whiskey market, growth prospects 2020-2027
- FIG 6. Global Whiskey market, porters 5 force model
- FIG 7. Global Whiskey market, pest analysis
- FIG 8. Global Whiskey market, value chain analysis
- FIG 9. Global Whiskey market by segment, 2017 & 2027 (USD Billion)
- FIG 10. Global Whiskey market by segment, 2017 & 2027 (USD Billion)
- FIG 11. Global Whiskey market by segment, 2017 & 2027 (USD Billion)
- FIG 12. Global Whiskey market by segment, 2017 & 2027 (USD Billion)
- FIG 13. Global Whiskey market by segment, 2017 & 2027 (USD Billion)
- FIG 14. Global Whiskey market, regional snapshot 2017 & 2027
- FIG 15. North America Whiskey market 2017 & 2027 (USD Billion)
- FIG 16. Europe Whiskey market 2017 & 2027 (USD Billion)
- FIG 17. Asia pacific Whiskey market 2017 & 2027 (USD Billion)
- FIG 18. Latin America Whiskey market 2017 & 2027 (USD Billion)
- FIG 19. Global Whiskey market, company market share analysis (2019)

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