

Global Whiskey Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Whiskey market size will reach 33,582 Million USD in 2025 and is projected to reach 47,855 Million USD by 2032, with a CAGR of 5.19% (2025-2032). Notably, the China Whiskey market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

Whiskey, also spelled whisky in some regions, is a distilled alcoholic beverage made from fermented grain mash. The grains used in whiskey production can include barley, corn, rye, and wheat, depending on the type of whiskey being produced and the regional regulations governing its production. The whiskey-making process typically involves mashing the grains, fermenting the mash with yeast, distilling the liquid to separate alcohol from water and other compounds, and aging the distilled spirit in wooden barrels, usually made of oak. Aging in barrels imparts flavor and character to the whiskey, as it absorbs compounds from the wood over time. Whiskey can vary widely in flavor, aroma, and strength depending on factors such as the type of grain used, the distillation and aging process, and the geographical region of production. Common types of whiskey include Scotch whisky, Irish whiskey, bourbon, rye whiskey, and Canadian whisky, each with its own distinct characteristics and production methods. Whiskey is enjoyed neat, on the rocks, or as a component of various cocktails, and it is appreciated by connoisseurs worldwide for its complexity and depth of flavor.

The major global manufacturers of Whiskey include Diageo, Pernod Ricard, Allied Blenders & Distillers, William Grant & Sons, Brown Forman, John Distilleries, Beam Suntory, Radico Khaitan, Sazerac, Thai Beverage, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Whiskey. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Whiskey market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Whiskey market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Whiskey industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Whiskey Include:

Diageo

Pernod Ricard

Allied Blenders & Distillers

William Grant & Sons

Brown Forman

John Distilleries

Beam Suntory

Radico Khaitan

Sazerac

Thai Beverage

Whiskey Product Segment Include:

Scotch Whisky

US Whiskey

Canadian Whiskey

Irish Whiskey

Others

Whiskey Product Application Include:

Household Application

Commercial Application

Chapter Scope

Chapter 1: Product Research Range, Product Types and Applications, Market Overview, Market Situation and Trends

Chapter 2: Global Whiskey Industry PESTEL Analysis

Chapter 3: Global Whiskey Industry Porter's Five Forces Analysis

Chapter 4: Global Whiskey Major Regional Market Size (Revenue, Sales, Price) and Forecast Analysis

Chapter 5: Global Whiskey Market Size and Forecast by Type and Application Analysis

Chapter 6: North America Whiskey Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 7: Europe Whiskey Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 8: China Whiskey Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 9: APAC (Excl. China) Whiskey Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 10: Latin America Whiskey Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 11: Middle East and Africa Whiskey Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 12: Global Whiskey Competitive Analysis of Key Manufacturers (Sales, Revenue, Market Share, Price, Regional Distribution and Industry Concentration)

Chapter 13: Key Company Profiles (Product Portfolio, Sales, Revenue, Price and Gross

Margin)

Chapter 14: Industrial Chain Analysis, Include Raw Material Suppliers, Distributors and Customers

Chapter 15: Research Findings and Conclusion

Chapter 16: Methodology and Data Sources

Contents

1 WHISKEY MARKET OVERVIEW

- 1.1 Product Definition and Statistical Scope
- 1.2 Whiskey Product by Type
 - 1.2.1 Scotch Whisky
 - 1.2.2 US Whiskey
 - 1.2.3 Canadian Whiskey
 - 1.2.4 Irish Whiskey
 - 1.2.5 Others
- 1.3 Whiskey Product by Application
 - 1.3.1 Household Application
 - 1.3.2 Commercial Application
- 1.4 Global Whiskey Market Revenue and Sales Analysis
 - 1.4.1 Global Whiskey Revenue Market Size Analysis (2020-2032)
 - 1.4.2 Global Whiskey Sales Market Size Analysis (2020-2032)
 - 1.4.3 Global Whiskey Market Sales Price Trend Analysis (2020-2032)
- 1.5 Whiskey Industry Trends and Innovation
 - 1.5.1 Whiskey Industry Trends and Innovation
 - 1.5.2 Whiskey Market Drivers and Challenges

2 WHISKEY MARKET PESTEL ANALYSIS

- 2.1 Political Factors Analysis
- 2.2 Economic Factors Analysis
- 2.3 Social Factors Analysis
- 2.4 Technological Factors Analysis
- 2.5 Environmental Factors Analysis
- 2.6 Legal Factors Analysis

3 WHISKEY MARKET PORTER'S FIVE FORCES ANALYSIS

- 3.1 Competitive Rivalry
- 3.2 Threat of New Entrants
- 3.3 Bargaining Power of Suppliers
- 3.4 Bargaining Power of Buyers
- 3.5 Threat of Substitutes

4 GLOBAL WHISKEY MARKET ANALYSIS BY REGIONS

- 4.1 Whiskey Overall Market: 2024 VS 2025 VS 2032
- 4.2 Global Whiskey Revenue and Forecast Analysis (2020-2032)
 - 4.2.1 Global Whiskey Revenue and Market Share by Region (2020-2025)
 - 4.2.2 Global Whiskey Revenue and Market Share Forecast by Region (2026-2032)
- 4.3 Global Whiskey Sales and Forecast Analysis (2020-2032)
 - 4.3.1 Global Whiskey Sales and Market Share by Region (2020-2025)
 - 4.3.2 Global Whiskey Sales and Market Share Forecast by Region (2026-2032)
- 4.4 Global Whiskey Sales Price Trend Analysis (2020-2032)

5 GLOBAL WHISKEY MARKET SIZE BY TYPE AND APPLICATION

- 5.1 Global Whiskey Market Size by Type
 - 5.1.1 Global Whiskey Revenue and Forecast Analysis by Type (2020-2032)
 - 5.1.2 Global Whiskey Sales and Forecast Analysis by Type (2020-2032)
- 5.2 Global Whiskey Market Size by Application
 - 5.2.1 Global Whiskey Revenue and Forecast Analysis by Application (2020-2032)
 - 5.2.2 Global Whiskey Sales and Forecast Analysis by Application (2020-2032)

6 NORTH AMERICA

- 6.1 North America Whiskey Market Size and Growth Rate Analysis (2020-2032)
- 6.2 North America Key Manufacturers Analysis
- 6.3 North America Whiskey Market Size by Type
 - 6.3.1 North America Whiskey Sales by Type (2020-2032)
 - 6.3.2 North America Whiskey Revenue by Type (2020-2032)
- 6.4 North America Whiskey Market Size by Application
 - 6.4.1 North America Whiskey Sales by Application (2020-2032)
 - 6.4.2 North America Whiskey Revenue by Application (2020-2032)
- 6.5 North America Whiskey Market Size by Country
 - 6.5.1 US
 - 6.5.2 Canada

7 EUROPE

- 7.1 Europe Whiskey Market Size and Growth Rate Analysis (2020-2032)
- 7.2 Europe Key Manufacturers Analysis
- 7.3 Europe Whiskey Market Size by Type

- 7.3.1 Europe Whiskey Sales by Type (2020-2032)
- 7.3.2 Europe Whiskey Revenue by Type (2020-2032)
- 7.4 Europe Whiskey Market Size by Application
 - 7.4.1 Europe Whiskey Sales by Application (2020-2032)
 - 7.4.2 Europe Whiskey Revenue by Application (2020-2032)
- 7.5 Europe Whiskey Market Size by Country
 - 7.5.1 Germany
 - 7.5.2 France
 - 7.5.3 United Kingdom
 - 7.5.4 Italy
 - 7.5.5 Spain
 - 7.5.6 Benelux

8 CHINA

- 8.1 China Whiskey Market Size and Growth Rate Analysis (2020-2032)
- 8.2 China Key Manufacturers Analysis
- 8.3 China Whiskey Market Size by Type
 - 8.3.1 China Whiskey Sales by Type (2020-2032)
 - 8.3.2 China Whiskey Revenue by Type (2020-2032)
- 8.4 China Whiskey Market Size by Application
 - 8.4.1 China Whiskey Sales by Application (2020-2032)
 - 8.4.2 China Whiskey Revenue by Application (2020-2032)

9 APAC (EXCL. CHINA)

- 9.1 APAC (excl. China) Whiskey Market Size and Growth Rate Analysis (2020-2032)
- 9.2 APAC (excl. China) Key Manufacturers Analysis
- 9.3 APAC (excl. China) Whiskey Market Size by Type
 - 9.3.1 APAC (excl. China) Whiskey Sales by Type (2020-2032)
 - 9.3.2 APAC (excl. China) Whiskey Revenue by Type (2020-2032)
- 9.4 APAC (excl. China) Whiskey Market Size by Application
 - 9.4.1 APAC (excl. China) Whiskey Sales by Application (2020-2032)
 - 9.4.2 APAC (excl. China) Whiskey Revenue by Application (2020-2032)
- 9.5 APAC (excl. China) Whiskey Market Size by Country
 - 9.5.1 Japan
 - 9.5.2 South Korea
 - 9.5.3 India
 - 9.5.4 Australia

9.5.5 Southeast Asia

10 LATIN AMERICA

10.1 Latin America Whiskey Market Size and Growth Rate Analysis (2020-2032)

10.2 Latin America Key Manufacturers Analysis

10.3 Latin America Whiskey Market Size by Type

10.3.1 Latin America Whiskey Sales by Type (2020-2032)

10.3.2 Latin America Whiskey Revenue by Type (2020-2032)

10.4 Latin America Whiskey Market Size by Application

10.4.1 Latin America Whiskey Sales by Application (2020-2032)

10.4.2 Latin America Whiskey Revenue by Application (2020-2032)

10.5 Latin America Whiskey Market Size by Country

10.6 Latin America Whiskey Market Size by Country

10.6.1 Mexico

10.6.2 Brazil

11 MIDDLE EAST & AFRICA

11.1 Middle East & Africa Whiskey Market Size and Growth Rate Analysis (2020-2032)

11.2 Middle East & Africa Key Manufacturers Analysis

11.3 Middle East & Africa Whiskey Market Size by Type

11.3.1 Middle East & Africa Whiskey Sales by Type (2020-2032)

11.3.2 Middle East & Africa Whiskey Revenue by Type (2020-2032)

11.4 Middle East & Africa Whiskey Market Size by Application

11.4.1 Middle East & Africa Whiskey Sales by Application (2020-2032)

11.4.2 Middle East & Africa Whiskey Revenue by Application (2020-2032)

11.5 Middle East Whiskey Market Size by Country

11.5.1 Saudi Arabia

11.5.2 South Africa

12 COMPETITION BY MANUFACTURERS

12.1 Global Whiskey Market Sales, Revenue and Price by Key Manufacturers (2021-2025)

12.1.1 Global Whiskey Market Sales by Key Manufacturers (2021-2025)

12.1.2 Global Whiskey Market Revenue by Key Manufacturers (2021-2025)

12.1.3 Global Whiskey Average Sales Price by Manufacturers (2021-2025)

12.2 Whiskey Competitive Landscape Analysis and Market Dynamic

- 12.2.1 Whiskey Competitive Landscape Analysis
- 12.2.2 Global Key Manufacturers Headquarter Location and Key Area Sales
- 12.2.3 Market Dynamic

13 KEY COMPANIES ANALYSIS

13.1 Diageo

13.1.1 Diageo Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.1.2 Diageo Whiskey Product Portfolio

13.1.3 Diageo Whiskey Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.2 Pernod Ricard

13.2.1 Pernod Ricard Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.2.2 Pernod Ricard Whiskey Product Portfolio

13.2.3 Pernod Ricard Whiskey Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.3 Allied Blenders & Distillers

13.3.1 Allied Blenders & Distillers Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.3.2 Allied Blenders & Distillers Whiskey Product Portfolio

13.3.3 Allied Blenders & Distillers Whiskey Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.4 William Grant & Sons

13.4.1 William Grant & Sons Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.4.2 William Grant & Sons Whiskey Product Portfolio

13.4.3 William Grant & Sons Whiskey Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.5 Brown Forman

13.5.1 Brown Forman Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.5.2 Brown Forman Whiskey Product Portfolio

13.5.3 Brown Forman Whiskey Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.6 John Distilleries

13.6.1 John Distilleries Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

- 13.6.2 John Distilleries Whiskey Product Portfolio
- 13.6.3 John Distilleries Whiskey Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)
- 13.7 Beam Suntory
 - 13.7.1 Beam Suntory Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
 - 13.7.2 Beam Suntory Whiskey Product Portfolio
 - 13.7.3 Beam Suntory Whiskey Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)
- 13.8 Radico Khaitan
 - 13.8.1 Radico Khaitan Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
 - 13.8.2 Radico Khaitan Whiskey Product Portfolio
 - 13.8.3 Radico Khaitan Whiskey Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)
- 13.9 Sazerac
 - 13.9.1 Sazerac Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
 - 13.9.2 Sazerac Whiskey Product Portfolio
 - 13.9.3 Sazerac Whiskey Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)
- 13.10 Thai Beverage
 - 13.10.1 Thai Beverage Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
 - 13.10.2 Thai Beverage Whiskey Product Portfolio
 - 13.10.3 Thai Beverage Whiskey Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

14 INDUSTRY CHAIN ANALYSIS

- 14.1 Whiskey Industry Chain Analysis
- 14.2 Whiskey Industry Raw Material and Suppliers Analysis
 - 14.2.1 Whiskey Key Raw Material Supply Analysis
 - 14.2.2 Raw Material Suppliers and Contact Information
- 14.3 Whiskey Typical Downstream Customers
- 14.4 Whiskey Sales Channel Analysis

15 RESEARCH FINDINGS AND CONCLUSION

16 METHODOLOGY AND DATA SOURCE

16.1 Methodology/Research Approach

16.2 Research Scope

16.3 Benchmarks and Assumptions

16.4 Date Source

16.4.1 Primary Sources

16.4.2 Secondary Sources

16.5 Data Cross Validation

16.6 Disclaimer

List Of Tables

LIST OF TABLES

Table 1: Global Whiskey Market Size Growth Rate by Type, 2024 VS 2025 VS 2032 (US\$ Million)

Table 2: Global Whiskey Market Size Growth Rate by Application, 2024 VS 2025 VS 2032 (US\$ Million)

Table 3: Whiskey Industry Development Status

Table 4: Whiskey Industry Development Trends

Table 5: Global Whiskey Market Size by Region in US\$ Million: 2024 VS 2025 VS 2032

Table 6: Global Whiskey Revenue by Region (2020-2025) & (US\$ Million)

Table 7: Global Whiskey Revenue Market Share by Region (2020-2025)

Table 8: Global Whiskey Revenue Forecast by Region (2026-2032) & (US\$ Million)

Table 9: Global Whiskey Revenue Market Share Forecast by Region (2026-2032)

Table 10: Global Whiskey Sales by Region (2020-2025) & (K Ton)

Table 11: Global Whiskey Sales Market Share by Region (2020-2025)

Table 12: Global Whiskey Sales Forecast by Region (2026-2032) & (K Ton)

Table 13: Global Whiskey Sales Market Share Forecast by Region (2026-2032)

Table 14: Global Whiskey Revenue Analysis by Type (2020-2025) & (US\$ Million)

Table 15: Global Whiskey Revenue Analysis Forecast by Type (2026-2032) & (US\$ Million)

Table 16: Global Whiskey Sales Analysis by Type (2020-2025) & (K Ton)

Table 17: Global Whiskey Sales Analysis Forecast by Type (2026-2032) & (K Ton)

Table 18: Global Whiskey Revenue Analysis by Application (2020-2025) & (US\$ Million)

Table 19: Global Whiskey Revenue Analysis Forecast by Application (2026-2032) & (US\$ Million)

Table 20: Global Whiskey Sales Analysis by Application (2020-2025) & (K Ton)

Table 21: Global Whiskey Sales Analysis Forecast by Application (2026-2032) & (K Ton)

Table 22: Key Whiskey Players in North America

Table 23: North America Whiskey Sales by Type (2020-2025) & (K Ton)

Table 24: North America Whiskey Sales by Type (2026-2032) & (K Ton)

Table 25: North America Whiskey Revenue by Type (2020-2025) & (US\$ Million)

Table 26: North America Whiskey Revenue by Type (2026-2032) & (US\$ Million)

Table 27: North America Whiskey Sales by Application (2020-2025) & (K Ton)

Table 28: North America Whiskey Sales by Application (2026-2032) & (K Ton)

Table 29: North America Whiskey Revenue by Application (2020-2025) & (US\$ Million)

Table 30: North America Whiskey Revenue by Application (2026-2032) & (US\$ Million)

Table 31: North America Whiskey Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 32: North America Whiskey Revenue Market Size by Country (2026-2032) & (US\$ Million)

Table 33: North America Whiskey Sales Market Size by Country (2020-2025) & (K Ton)

Table 34: North America Whiskey Sales Market Size by Country (2026-2032) & (K Ton)

Table 35: Key Whiskey Players in Europe

Table 36: Europe Whiskey Sales by Type (2020-2025) & (K Ton)

Table 37: Europe Whiskey Sales by Type (2026-2032) & (K Ton)

Table 38: Europe Whiskey Revenue by Type (2020-2025) & (US\$ Million)

Table 39: Europe Whiskey Revenue by Type (2026-2032) & (US\$ Million)

Table 40: Europe Whiskey Sales by Application (2020-2025) & (K Ton)

Table 41: Europe Whiskey Sales by Application (2026-2032) & (K Ton)

Table 42: Europe Whiskey Revenue by Application (2020-2025) & (US\$ Million)

Table 43: Europe Whiskey Revenue by Application (2026-2032) & (US\$ Million)

Table 44: Europe Whiskey Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 45: Europe Whiskey Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 46: Europe Whiskey Sales Market Size by Country (2020-2025) & (K Ton)

Table 47: Europe Whiskey Sales Market Size Forecast by Country (2026-2032) & (K Ton)

Table 48: Key Whiskey Players in China

Table 49: China Whiskey Sales by Type (2020-2025) & (K Ton)

Table 50: China Whiskey Sales by Type (2026-2032) & (K Ton)

Table 51: China Whiskey Revenue by Type (2020-2025) & (US\$ Million)

Table 52: China Whiskey Revenue by Type (2026-2032) & (US\$ Million)

Table 53: China Whiskey Sales by Application (2020-2025) & (K Ton)

Table 54: China Whiskey Sales by Application (2026-2032) & (K Ton)

Table 55: China Whiskey Revenue by Application (2020-2025) & (US\$ Million)

Table 56: China Whiskey Revenue by Application (2026-2032) & (US\$ Million)

Table 57: Key Whiskey Players in APAC (excl. China)

Table 58: APAC (excl. China) Whiskey Sales by Type (2020-2025) & (K Ton)

Table 59: APAC (excl. China) Whiskey Sales by Type (2026-2032) & (K Ton)

Table 60: APAC (excl. China) Whiskey Revenue by Type (2020-2025) & (US\$ Million)

Table 61: APAC (excl. China) Whiskey Revenue by Type (2026-2032) & (US\$ Million)

Table 62: APAC (excl. China) Whiskey Sales by Application (2020-2025) & (K Ton)

Table 63: APAC (excl. China) Whiskey Sales by Application (2026-2032) & (K Ton)

Table 64: APAC (excl. China) Whiskey Revenue by Application (2020-2025) & (US\$

Million)

Table 65: APAC (excl. China) Whiskey Revenue by Application (2026-2032) & (US\$ Million)

Table 66:: APAC (excl. China) Whiskey Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 67: APAC (excl. China) Whiskey Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 68: APAC (excl. China) Whiskey Sales Market Size by Country (2020-2025) & (K Ton)

Table 69: APAC (excl. China) Whiskey Sales Market Size Forecast by Country (2026-2032) & (K Ton)

Table 70: Key Whiskey Players in Latin America

Table 71: Latin America Whiskey Sales by Type (2020-2025) & (K Ton)

Table 72: Latin America Whiskey Sales by Type (2026-2032) & (K Ton)

Table 73: Latin America Whiskey Revenue by Type (2020-2025) & (US\$ Million)

Table 74: Latin America Whiskey Revenue by Type (2026-2032) & (US\$ Million)

Table 75: Latin America Whiskey Sales by Application (2020-2025) & (K Ton)

Table 76: Latin America Whiskey Sales by Application (2026-2032) & (K Ton)

Table 77: Latin America Whiskey Revenue by Application (2020-2025) & (US\$ Million)

Table 78: Latin America Whiskey Revenue by Application (2026-2032) & (US\$ Million)

Table 79: Latin America Whiskey Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 80: Latin America Whiskey Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 81: Latin America Whiskey Sales Market Size by Country (2020-2025) & (K Ton)

Table 82: Latin America Whiskey Sales Market Size Forecast by Country (2026-2032) & (K Ton)

Table 83: Key Whiskey Players in Middle East & Africa

Table 84: Middle East & Africa Whiskey Sales by Type (2020-2025) & (K Ton)

Table 85: Middle East & Africa Whiskey Sales by Type (2026-2032) & (K Ton)

Table 86: Middle East & Africa Whiskey Revenue by Type (2020-2025) & (US\$ Million)

Table 87: Middle East & Africa Whiskey Revenue by Type (2026-2032) & (US\$ Million)

Table 88: Middle East & Africa Whiskey Sales by Application (2020-2025) & (K Ton)

Table 89: Middle East & Africa Whiskey Sales by Application (2026-2032) & (K Ton)

Table 90: Middle East & Africa Whiskey Revenue by Application (2020-2025) & (US\$ Million)

Table 91: Middle East & Africa Whiskey Revenue by Application (2026-2032) & (US\$ Million)

Table 92: Middle East & Africa Whiskey Revenue Market Size by Country (2020-2025)

& (US\$ Million)

Table 93: Middle East & Africa Whiskey Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 94: Middle East & Africa Whiskey Sales Market Size by Country (2020-2025) & (K Ton)

Table 95: Middle East & Africa Whiskey Sales Market Size Forecast by Country (2026-2032) & (K Ton)

Table 96: Global Whiskey Market Sales by Key Manufacturers (2021-2025) & (K Ton)

Table 97: Global Whiskey Sales Market Share by Key Manufacturers (2021-2025)

Table 98: Global Whiskey Market Revenue by Key Manufacturers (2021-2025) & (US\$ Million)

Table 99: Global Whiskey Revenue Market Share by Key Manufacturers (2021-2025)

Table 100: Global Average Sales Price by Manufacturers (2021-2025) & (USD/Ton)

Table 101: Global Key Manufacturers Headquarter Location and Key Area Sales

Table 102: Market Mergers & Acquisitions, Expansion

Table 103: Diageo Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 104: Diageo Whiskey Product Portfolio

Table 105: Diageo Whiskey Revenue (US\$ Million), Sales (K Ton), Price (USD/Ton), Gross Margin and Market Share (2021-2025)

Table 106: Pernod Ricard Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 107: Pernod Ricard Whiskey Product Portfolio

Table 108: Pernod Ricard Whiskey Revenue (US\$ Million), Sales (K Ton), Price (USD/Ton), Gross Margin and Market Share (2021-2025)

Table 109: Allied Blenders & Distillers Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 110: Allied Blenders & Distillers Whiskey Product Portfolio

Table 111: Allied Blenders & Distillers Whiskey Revenue (US\$ Million), Sales (K Ton), Price (USD/Ton), Gross Margin and Market Share (2021-2025)

Table 112: William Grant & Sons Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 113: William Grant & Sons Whiskey Product Portfolio

Table 114: William Grant & Sons Whiskey Revenue (US\$ Million), Sales (K Ton), Price (USD/Ton), Gross Margin and Market Share (2021-2025)

Table 115: Brown Forman Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 116: Brown Forman Whiskey Product Portfolio

Table 117: Brown Forman Whiskey Revenue (US\$ Million), Sales (K Ton), Price

(USD/Ton), Gross Margin and Market Share (2021-2025)

Table 118: John Distilleries Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 119: John Distilleries Whiskey Product Portfolio

Table 120: John Distilleries Whiskey Revenue (US\$ Million), Sales (K Ton), Price (USD/Ton), Gross Margin and Market Share (2021-2025)

Table 121: Beam Suntory Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 122: Beam Suntory Whiskey Product Portfolio

Table 123: Beam Suntory Whiskey Revenue (US\$ Million), Sales (K Ton), Price (USD/Ton), Gross Margin and Market Share (2021-2025)

Table 124: Radico Khaitan Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 125: Radico Khaitan Whiskey Product Portfolio

Table 126: Radico Khaitan Whiskey Revenue (US\$ Million), Sales (K Ton), Price (USD/Ton), Gross Margin and Market Share (2021-2025)

Table 127: Sazerac Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 128: Sazerac Whiskey Product Portfolio

Table 129: Sazerac Whiskey Revenue (US\$ Million), Sales (K Ton), Price (USD/Ton), Gross Margin and Market Share (2021-2025)

Table 130: Thai Beverage Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 131: Thai Beverage Whiskey Product Portfolio

Table 132: Thai Beverage Whiskey Revenue (US\$ Million), Sales (K Ton), Price (USD/Ton), Gross Margin and Market Share (2021-2025)

Table 133: Upstream Key Raw Material Price List

Table 134: Whiskey Raw Material Suppliers and Contact Information

Table 135: Whiskey Typical Customer List

Table 136: Whiskey Distributors List

List Of Figures

LIST OF FIGURES

Figure 1: Whiskey Product Pictures

Figure 2: Scotch Whisky Picture Scope

Figure 3: US Whiskey Picture Scope

Figure 4: Canadian Whiskey Picture Scope

Figure 5: Irish Whiskey Picture Scope

Figure 6: Others Picture Scope

Figure 7: Household Application Picture Scope

Figure 8: Commercial Application Picture Scope

Figure 9: Global Whiskey Market Size Analysis: 2024 VS 2025 VS 2032 (US\$ Million)

Figure 10: Global Whiskey Market Revenue and Growth Rate Analysis: (2020-2032) & (US\$ Million)

Figure 11: Global Whiskey Market Sales and Growth Rate Analysis (2020-2032) & (K Ton)

Figure 12: Global Whiskey Market Price Trend Analysis (2020-2032) & (USD/Ton)

Figure 13: Global Whiskey Market Size by Region (2020-2032) & (US\$ Million)

Figure 14: Global Whiskey Market Share Scenario by Region in Percentage: 2025 Versus 2032

Figure 15: Global Whiskey Sales Price by Region (2020-2032) & (K Ton)

Figure 16: North America Whiskey Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 17: North America Whiskey Revenue Market Share by Players in 2024

Figure 18: North America Whiskey Sales Market Share by Type (2020-2032)

Figure 19: North America Whiskey Revenue Market Share by Type (2020-2032)

Figure 20: North America Whiskey Sales Market Share by Application (2020-2032)

Figure 21: North America Whiskey Revenue Market Share by Application (2020-2032)

Figure 22: US Whiskey Revenue (2020-2032) & (US\$ Million)

Figure 23: Canada Whiskey Revenue (2020-2032) & (US\$ Million)

Figure 24: Europe Whiskey Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 25: Europe Whiskey Revenue Market Share by Players in 2024

Figure 26: Europe Whiskey Sales Market Share by Type (2020-2032)

Figure 27: Europe Whiskey Revenue Market Share by Type (2020-2032)

Figure 28: Europe Whiskey Sales Market Share by Application (2020-2032)

Figure 29: Europe Whiskey Revenue Market Share by Application (2020-2032)

Figure 30: Germany Whiskey Revenue (2020-2032) & (US\$ Million)

Figure 31: France Whiskey Revenue (2020-2032) & (US\$ Million)

- Figure 32:United Kingdom Whiskey Revenue (2020-2032) & (US\$ Million)
- Figure 33:Italy Whiskey Revenue (2020-2032) & (US\$ Million)
- Figure 34:Spain Whiskey Revenue (2020-2032) & (US\$ Million)
- Figure 35:Benelux Whiskey Revenue (2020-2032) & (US\$ Million)
- Figure 36:China Whiskey Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 37:China Whiskey Revenue Market Share by Players in 2024
- Figure 38:China Whiskey Sales Market Share by Type (2020-2032)
- Figure 39:China Whiskey Revenue Market Share by Type (2020-2032)
- Figure 40:China Whiskey Sales Market Share by Application (2020-2032)
- Figure 41:China Whiskey Revenue Market Share by Application (2020-2032)
- Figure 42:APAC (excl. China) Whiskey Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 43:APAC (excl. China) Whiskey Revenue Market Share by Players in 2024
- Figure 44:APAC (excl. China) Whiskey Sales Market Share by Type (2020-2032)
- Figure 45:APAC (excl. China) Whiskey Revenue Market Share by Type (2020-2032)
- Figure 46:APAC (excl. China) Whiskey Sales Market Share by Application (2020-2032)
- Figure 47:APAC (excl. China) Whiskey Revenue Market Share by Application (2020-2032)
- Figure 48:Japan Whiskey Revenue (2020-2032) & (US\$ Million)
- Figure 49:South Korea Whiskey Revenue (2020-2032) & (US\$ Million)
- Figure 50:India Whiskey Revenue (2020-2032) & (US\$ Million)
- Figure 51:Australia Whiskey Revenue (2020-2032) & (US\$ Million)
- Figure 52:Southeast Asia Whiskey Revenue (2020-2032) & (US\$ Million)
- Figure 53:Latin America Whiskey Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 54:Latin America Whiskey Revenue Market Share by Players in 2024
- Figure 55:Latin America Whiskey Sales Market Share by Type (2020-2032)
- Figure 56:Latin America Whiskey Revenue Market Share by Type (2020-2032)
- Figure 57:Latin America Whiskey Sales Market Share by Application (2020-2032)
- Figure 58:Latin America Whiskey Revenue Market Share by Application (2020-2032)
- Figure 59:Mexico Whiskey Revenue (2020-2032) & (US\$ Million)
- Figure 60:Brazil Whiskey Revenue (2020-2032) & (US\$ Million)
- Figure 61:Middle East & Africa Whiskey Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 62:Middle East & Africa Whiskey Revenue Market Share by Players in 2024
- Figure 63:Middle East & Africa Whiskey Sales Market Share by Type (2020-2032)
- Figure 64:Middle East & Africa Whiskey Revenue Market Share by Type (2020-2032)
- Figure 65:Middle East & Africa Whiskey Sales Market Share by Application (2020-2032)
- Figure 66:Middle East & Africa Whiskey Revenue Market Share by Application

(2020-2032)

Figure 67: Saudi Arabia Whiskey Revenue (2020-2032) & (US\$ Million)

Figure 68: South Africa Whiskey Revenue (2020-2032) & (US\$ Million)

Figure 69: Global Whiskey Sales Market Share by Key Manufacturers in 2024

Figure 70: Global Whiskey Revenue Market Share by Key Manufacturers in 2024

Figure 71: Global Whiskey Industry Competition Landscape

Figure 72: Whiskey Industry Chain Analysis

Figure 73: Bottom-Up and Top-Down Research Methods

Figure 74: Key Interview Objectives

Figure 75: Data Cross Validation

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