

Global Whiskey Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Whiskey market size was valued at US\$ 30290 million in 2024 and is forecast to a readjusted size of USD 42410 million by 2031 with a CAGR of 5.0% during review period.

Whisky or whiskey is a type of distilled alcoholic beverage made from fermented grain mash. Various grains (which may be malted) are used for different varieties, including barley, corn, rye, and wheat. Whisky is typically aged in wooden casks, generally made of charred white oak.

The major players in global Whiskey market include Diageo, Pernod Ricard, William Grant & Sons, etc. The top 3 players occupy about 45% shares of the global market. North America and Europe are main markets, they occupy about 70% of the global market. Scotch Whisky is the main type, with a share about 25%. Household Application is the main application, which holds a share about 60%.

This report is a detailed and comprehensive analysis for global Whiskey market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Whiskey market size and forecasts, in consumption value (\$ Million), sales

quantity (K MT), and average selling prices (USD/MT), 2020-2031

Global Whiskey market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K MT), and average selling prices (USD/MT), 2020-2031

Global Whiskey market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K MT), and average selling prices (USD/MT), 2020-2031

Global Whiskey market shares of main players, shipments in revenue (\$ Million), sales quantity (K MT), and ASP (USD/MT), 2020-2025

The Primary Objectives in This Report Are:

- To determine the size of the total market opportunity of global and key countries
- To assess the growth potential for Whiskey
- To forecast future growth in each product and end-use market
- To forecast future factors affecting the marketplace

This report profiles key players in the global Whiskey market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Diageo, Pernod Ricard, Allied Blenders & Distillers, William Grant & Sons, Brown Forman, John Distilleries, Beam Suntory, Radico Khaitan, Sazerac, Thai Beverage, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Whiskey market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Scotch Whisky

US Whiskey

Canadian Whiskey

Irish Whiskey

Others

Market segment by Application

Household Application

Commercial Application

Major players covered

Diageo

Pernod Ricard

Allied Blenders & Distillers

William Grant & Sons

Brown Forman

John Distilleries

Beam Suntory

Radico Khaitan

Sazerac

Thai Beverage

Market segment by region, regional analysis covers
North America (United States, Canada, and Mexico)
Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)
Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)
South America (Brazil, Argentina, Colombia, and Rest of South America)
Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Whiskey product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Whiskey, with price, sales quantity, revenue, and global market share of Whiskey from 2020 to 2025.

Chapter 3, the Whiskey competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Whiskey breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2020 to 2031.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2020 to 2031.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2020 to 2025. and Whiskey market forecast, by regions, by Type, and by Application, with sales and revenue, from 2026 to 2031.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Whiskey.

Chapter 14 and 15, to describe Whiskey sales channel, distributors, customers, research findings and conclusion.

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