

Spirits Market Size, Share & Trends Analysis Report By Product (Vodka, Whiskey, Rum, Brandy, Gin), By Price Point (Economy, Mid-Premium, Supper- Premium), By Distribution Channel, By Product - Price Point - Distribution Channel, By Region, And Segment Forecasts, 2025 - 2033

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Abstracts

The global spirits market size was estimated at USD 424.82 billion in 2024 and is expected to reach USD 641.84 billion by 2033, growing at a CAGR of 4.8% from 2025 to 2033. The demand for spirits is expected to grow steadily over the forecast period, driven by evolving consumer preferences, premiumization trends, and the rising popularity of craft and artisanal beverages.

Increasing disposable incomes, especially in emerging economies, and the expanding young adult population are boosting the consumption of premium and flavored spirits such as whiskey, vodka, rum, and gin. Additionally, innovations in product offerings, including low-calorie, organic, and ready-to-drink (RTD) options, are attracting health-conscious consumers. The growing influence of social media, celebrity endorsements, and experiential marketing has further enhanced brand visibility and consumer engagement. Moreover, the on-trade channel recovery post-pandemic, coupled with the expansion of e-commerce platforms for alcohol sales, is contributing to the market's strong momentum. As consumers increasingly seek unique taste experiences and higher-quality products, global spirit manufacturers are focusing on innovation, sustainability, and diversification to capture the rising demand across both developed and emerging markets.

A growing trend in the market is the introduction of flavored and infused spirits, such as

brandy, vodka, that are designed to attract younger and experimental drinkers. Some versions of brandy often feature fruit, spice, or honey infusions that make the spirit smoother and more approachable, especially for those new to brandy. This trend caters to evolving palates that prefer sweeter, mixable profiles ideal for cocktails or casual drinking. For instance, in June 2024, Tilaknagar Industries, a leading Indian-made foreign Liquor Manufacturer, introduced a new Green apple-flavored brandy under its premium Mansion House Flandy range, initially launched in Telangana, India. The variant blends the crisp essence of green apple with refined oaky undertones, offering a refreshing twist on traditional brandy. This launch aims to attract younger, flavor-seeking consumers and strengthen the company's position in the premium brandy segment.

Another key trend driving the spirits market is the growing focus on premiumization through exclusive, limited-edition, and luxury product launches. Leading distillers are increasingly catering to collectors and high-end consumers with rare blends, age-statement editions, and heritage-inspired packaging that highlight craftsmanship and brand legacy. These curated releases not only enhance brand prestige but also foster a sense of exclusivity and elevated value perception among consumers. For example, in 2024, Hennessy expanded its luxury range with the Paradis Imperial and Master Blender's Selection collections, while Remy Martin unveiled its 300th Anniversary Coupe edition, appealing to discerning buyers who prioritize authenticity, artistry, and rarity in their spirits choices.

Global Spirits Market Report Segmentation

This report forecasts revenue growth at regional levels and provides an analysis of the latest trends and opportunities in each sub-segment from 2021 to 2033. For the purpose of this study, Grand View Research has segmented the spirits market by product, price point, distribution channel, product - price point - distribution channel and region.

Product Outlook (Revenue, USD Million; Volume, Million 9-Liter Cases; 2021 - 2033)

Vodka

Whiskey

Rum

Brandy and Cognac

Gin

Cordials & Liqueurs

Tequila & Mezcal

Baijiu

Others

Price Point Outlook (Revenue, USD Million; Volume, Million 9-Liter Cases; 2021 - 2033)

Economy

Mid-Premium

Super-Premium

Ultra-Premium

Distribution Channel Outlook (Revenue, USD Million; Volume, Million 9-Liter Cases; 2021 - 2033)

On-trade

Off-trade

Product - Price Point - Distribution Channel Outlook (Revenue, USD Million; Volume, Million 9-Liter Cases; 2021 - 2033)

Vodka

Unflavored/Regular

Economy

On-trade

Off-trade

Mid-Premium

On-trade

Off-trade

Super-Premium

On-trade

Off-trade

Ultra-Premium

On-trade

Off-trade

Flavored

Economy

On-trade

Off-trade

Mid-Premium

On-trade

Off-trade

Super-Premium

On-trade

Off-trade

Ultra-Premium

On-trade

Off-trade

Whiskey

Scotch Whiskey

Economy

On-trade

Off-trade

Mid-Premium

On-trade

Off-trade

Super-Premium

On-trade

Off-trade

Ultra-Premium

On-trade

Off-trade

Irish Whiskey

Economy

On-trade

Off-trade

Mid-Premium

On-trade

Off-trade

Super-Premium

On-trade

Off-trade

Ultra-Premium

On-trade

Off-trade

Global/American Whiskey

Economy

On-trade

Off-trade

Mid-Premium

On-trade

Off-trade

Super-Premium

On-trade

Off-trade

Ultra-Premium

On-trade

Off-trade

Japanese Whiskey

Economy

On-trade

Off-trade

Mid-Premium

On-trade

Off-trade

Super-Premium

On-trade

Off-trade

Ultra-Premium

On-trade

Off-trade

Canadian Whiskey

Economy

On-trade

Off-trade

Mid-Premium

On-trade

Off-trade

Super-Premium

On-trade

Off-trade

Ultra-Premium

On-trade

Off-trade

Other Whiskey

Economy

On-trade

Off-trade

Mid-Premium

On-trade

Off-trade

Super-Premium

On-trade

Off-trade

Ultra-Premium

On-trade

Off-trade

Rum

Dark & Golden Run

Economy

On-trade

Off-trade

Mid-Premium

On-trade

Off-trade

Super-Premium

On-trade

Off-trade

Ultra-Premium

On-trade

Off-trade

White Rum

Economy

On-trade

Off-trade

Mid-Premium

On-trade

Off-trade

Super-Premium

On-trade

Off-trade

Ultra-Premium

On-trade

Off-trade

Flavored & Spiced Rum

Economy

On-trade

Off-trade

Mid-Premium

On-trade

Off-trade

Super-Premium

On-trade

Off-trade

Ultra-Premium

On-trade

Off-trade

Others

Economy

On-trade

Off-trade

Mid-Premium

On-trade

Off-trade

Super-Premium

On-trade

Off-trade

Ultra-Premium

On-trade

Off-trade

Gin

Economy

On-trade

Off-trade

Mid-Premium

On-trade

Off-trade

Super-Premium

On-trade

Off-trade

Ultra-Premium

On-trade

Off-trade

Brandy & Cognac

Unflavored/Regular

Economy

On-trade

Off-trade

Mid-Premium

On-trade

Off-trade

Super-Premium

On-trade

Off-trade

Ultra-Premium

On-trade

Off-trade

Flavored

Economy

On-trade

Off-trade

Mid-Premium

On-trade

Off-trade

Super-Premium

On-trade

Off-trade

Ultra-Premium

On-trade

Off-trade

Tequila Mezcal

Economy

On-trade

Off-trade

Mid-Premium

On-trade

Off-trade

Super-Premium

On-trade

Off-trade

Ultra-Premium

On-trade

Off-trade

Baijiu

Economy

On-trade

Off-trade

Mid-Premium

On-trade

Off-trade

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Off-trade

Ultra-Premium

On-trade

Off-trade

Other Spirits

Economy

On-trade

Off-trade

Mid-Premium

On-trade

Off-trade

Super-Premium

On-trade

Off-trade

Ultra-Premium

On-trade

Off-trade

Regional Outlook (Revenue, USD Million; Volume, Million 9-Liter Cases; 2021 - 2033)

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Italy

Spain

Asia Pacific

China

Japan

India

Australia & New Zealand

South Korea

Latin America

Brazil

Argentina

Middle East and Africa (MEA)

South Africa

UAE

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7.2.2.2. Mid - Premium

7.2.2.2.1. Market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter Cases)

7.2.2.2.2. On-trade

7.2.2.2.2.1. Market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter Cases)

7.2.2.2.3. Off-trade

7.2.2.2.3.1. Market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter Cases)

7.2.2.3. Super - Premium

7.2.2.3.1. Market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter Cases)

7.2.2.3.2. On-trade

7.2.2.3.2.1. Market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter Cases)

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7.2.2.3.3.1. Market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter Cases)

7.2.2.4. Ultra - Premium

7.2.2.4.1. Market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter Cases)

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7.2.2.4.2.1. Market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter Cases)

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Similar analysis will be provided for all the below products mentioned in the spirits market:

Whiskey

Rum

Brandy and Cognac

Gin

Cordials & Liqueurs

Tequila & Mezcal

Baijiu

Others

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8.2.7.1. Market estimates and forecast, 2021 - 2033 (USD Million; Million 9-Liter Cases)

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