

Irish Whiskey Market Report by Type (Blended, Single Malt, Single Pot Still, Single Grain), Pricing (Mass, Premium), Sales Channel (On-trade, Off-trade), and Region 2024-2032

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Abstracts

The global Irish whiskey market size reached US\$ 5.1 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 9.2 Billion by 2032, exhibiting a growth rate (CAGR) of 6.7% during 2024-2032. The increasing preference for premium alcoholic beverages, rising number of distilleries, and the growing popularity of home delivery services represent some of the key factors driving the market.

Irish whiskey is a dark distilled spirit made using triple distillation from a yeast-fermented mash of malted cereal grains, such as corn, rye, wheat, and barley. It is rich in zinc, iron, phosphorus, thiamine, niacin, vitamins, minerals, ellagic acid, and other essential nutrients. It also has antioxidants which are compounds that help protect the body against damage from free radicals. It aids in promoting relaxation, improving digestion, and minimizing the risk of developing pneumonia, hypertension, tuberculosis, obesity, and heart diseases. At present, key players operating worldwide are introducing novel variants, such as apple, berries, mint, spiced, coffee, and honey, to expand their product portfolio.

Irish Whiskey Market Trends:

There is an increase in the preferences for premium alcoholic beverages on account of the expanding purchasing power of consumers. This, coupled with the growing adoption of western drink culture and significant growth in the food and beverages (F&B) industry, represents one of the major factors driving the demand for Irish whiskey around the world. In addition, there is a rise in the number of commercial spaces, such as distilleries, microbreweries, cafes, pubs, restaurants, bars, and hotels, which offer a

variety of Irish whiskey-based experimental cocktails. This, along with the increasing collaboration of Irish whiskey brands with these establishments to launch various endorsement programs, is strengthening the growth of the market. Moreover, the growing use of Irish whiskey in the preparation of different fancy food recipes, such as truffles, cheesecakes, mousse, ice cream, brownies, tiramisu, pudding, and oatmeal, is influencing the market positively. Besides this, the increasing awareness among the masses about the benefits of consuming Irish whiskey as compared to other alcoholic beverages is propelling the growth of the market. Apart from this, key players are focusing on investing in different marketing strategies, such as celebrity endorsements and social media campaigns, to expand their market reach. They are also adopting innovative and environment-friendly packaging due to the emerging trend of gifting unique premium items, such as Irish whiskey. Furthermore, the growing popularity of home delivery services through online portals that provide convenience, vast collection, and fast shipping facilities is creating a positive outlook for the market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global Irish whiskey market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on type, pricing and sales channel.

Type Insights:

- Blended
- Single Malt
- Single Pot Still
- Single Grain

The report has provided a detailed breakup and analysis of the Irish whiskey market based on the type. This includes blended, single malt, single pot still, and single grain. According to the report, blended represented the largest segment.

Pricing Insights:

- Mass
- Premium

A detailed breakup and analysis of the Irish whiskey market based on the pricing has also been provided in the report. This includes mass and premium. According to the

report, premium accounted for the largest market share.

Sales Channel Insights:

On-trade

Off-trade

The report has provided a detailed breakup and analysis of the Irish whiskey market based on the sales channel. This includes on-trade and off-trade. According to the report, off-trade represented the largest segment.

Regional Insights:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional

markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America (the United States and Canada) was the largest market for Irish whiskey. Some of the factors driving the North America Irish whiskey market included increasing tourist visit, product innovations, rising marketing strategies, etc.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global Irish whiskey market. Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. Some of the companies covered include Beam Suntory Inc. (Suntory Holdings Limited), Boann Distillery, Brown-Forman Corporation, Connacht Whiskey Company Limited, Diageo plc, Edrington, Pernod Ricard, Sazerac Company Inc., Teeling Whiskey Distillery, West Cork Distillers, and William Grant & Sons Ltd., etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

Key Questions Answered in This Report

1. What was the size of the global Irish whiskey market in 2023?
2. What is the expected growth rate of the global Irish whiskey market during 2024-2032?
3. What are the key factors driving the global Irish whiskey market?
4. What has been the impact of COVID-19 on the global Irish whiskey market?
5. What is the breakup of the global Irish whiskey market based on the type?
6. What is the breakup of the global Irish whiskey market based on the pricing?
7. What is the breakup of the global Irish whiskey market based on the sales channel?
8. What are the key regions in the global Irish whiskey market?
9. Who are the key players/companies in the global Irish whiskey market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL IRISH WHISKEY MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY TYPE

- 6.1 Blended
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Single Malt
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
- 6.3 Single Pot Still

- 6.3.1 Market Trends
- 6.3.2 Market Forecast
- 6.4 Single Grain
 - 6.4.1 Market Trends
 - 6.4.2 Market Forecast

7 MARKET BREAKUP BY PRICING

- 7.1 Mass
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 Premium
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast

8 MARKET BREAKUP BY SALES CHANNEL

- 8.1 On-trade
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
- 8.2 Off-trade
 - 8.2.1 Market Trends
 - 8.2.2 Market Forecast

9 MARKET BREAKUP BY REGION

- 9.1 North America
 - 9.1.1 United States
 - 9.1.1.1 Market Trends
 - 9.1.1.2 Market Forecast
 - 9.1.2 Canada
 - 9.1.2.1 Market Trends
 - 9.1.2.2 Market Forecast
- 9.2 Asia-Pacific
 - 9.2.1 China
 - 9.2.1.1 Market Trends
 - 9.2.1.2 Market Forecast
 - 9.2.2 Japan
 - 9.2.2.1 Market Trends

- 9.2.2.2 Market Forecast
- 9.2.3 India
 - 9.2.3.1 Market Trends
 - 9.2.3.2 Market Forecast
- 9.2.4 South Korea
 - 9.2.4.1 Market Trends
 - 9.2.4.2 Market Forecast
- 9.2.5 Australia
 - 9.2.5.1 Market Trends
 - 9.2.5.2 Market Forecast
- 9.2.6 Indonesia
 - 9.2.6.1 Market Trends
 - 9.2.6.2 Market Forecast
- 9.2.7 Others
 - 9.2.7.1 Market Trends
 - 9.2.7.2 Market Forecast
- 9.3 Europe
 - 9.3.1 Germany
 - 9.3.1.1 Market Trends
 - 9.3.1.2 Market Forecast
 - 9.3.2 France
 - 9.3.2.1 Market Trends
 - 9.3.2.2 Market Forecast
 - 9.3.3 United Kingdom
 - 9.3.3.1 Market Trends
 - 9.3.3.2 Market Forecast
 - 9.3.4 Italy
 - 9.3.4.1 Market Trends
 - 9.3.4.2 Market Forecast
 - 9.3.5 Spain
 - 9.3.5.1 Market Trends
 - 9.3.5.2 Market Forecast
 - 9.3.6 Russia
 - 9.3.6.1 Market Trends
 - 9.3.6.2 Market Forecast
 - 9.3.7 Others
 - 9.3.7.1 Market Trends
 - 9.3.7.2 Market Forecast
- 9.4 Latin America

9.4.1 Brazil

9.4.1.1 Market Trends

9.4.1.2 Market Forecast

9.4.2 Mexico

9.4.2.1 Market Trends

9.4.2.2 Market Forecast

9.4.3 Others

9.4.3.1 Market Trends

9.4.3.2 Market Forecast

9.5 Middle East and Africa

9.5.1 Market Trends

9.5.2 Market Breakup by Country

9.5.3 Market Forecast

10 SWOT ANALYSIS

10.1 Overview

10.2 Strengths

10.3 Weaknesses

10.4 Opportunities

10.5 Threats

11 VALUE CHAIN ANALYSIS

12 PORTERS FIVE FORCES ANALYSIS

12.1 Overview

12.2 Bargaining Power of Buyers

12.3 Bargaining Power of Suppliers

12.4 Degree of Competition

12.5 Threat of New Entrants

12.6 Threat of Substitutes

13 PRICE ANALYSIS

14 COMPETITIVE LANDSCAPE

14.1 Market Structure

14.2 Key Players

14.3 Profiles of Key Players

14.3.1 Beam Suntory Inc. (Suntory Holdings Limited)

14.3.1.1 Company Overview

14.3.1.2 Product Portfolio

14.3.2 Boann Distillery

14.3.2.1 Company Overview

14.3.2.2 Product Portfolio

14.3.3 Brown-Forman Corporation

14.3.3.1 Company Overview

14.3.3.2 Product Portfolio

14.3.3.3 Financials

14.3.3.4 SWOT Analysis

14.3.4 Connacht Whiskey Company Limited

14.3.4.1 Company Overview

14.3.4.2 Product Portfolio

14.3.5 Diageo plc

14.3.5.1 Company Overview

14.3.5.2 Product Portfolio

14.3.5.3 Financials

14.3.5.4 SWOT Analysis

14.3.6 Edrington

14.3.6.1 Company Overview

14.3.6.2 Product Portfolio

14.3.7 Pernod Ricard

14.3.7.1 Company Overview

14.3.7.2 Product Portfolio

14.3.7.3 Financials

14.3.7.4 SWOT Analysis

14.3.8 Sazerac Company Inc.

14.3.8.1 Company Overview

14.3.8.2 Product Portfolio

14.3.9 Teeling Whiskey Distillery

14.3.9.1 Company Overview

14.3.9.2 Product Portfolio

14.3.10 West Cork Distillers

14.3.10.1 Company Overview

14.3.10.2 Product Portfolio

14.3.11 William Grant & Sons Ltd.

14.3.11.1 Company Overview

14.3.11.2 Product Portfolio

List Of Tables

LIST OF TABLES

Table 1: Global: Irish Whiskey Market: Key Industry Highlights, 2023 and 2032

Table 2: Global: Irish Whiskey Market Forecast: Breakup by Type (in Million US\$), 2024-2032

Table 3: Global: Irish Whiskey Market Forecast: Breakup by Pricing (in Million US\$), 2024-2032

Table 4: Global: Irish Whiskey Market Forecast: Breakup by Sales Channel (in Million US\$), 2024-2032

Table 5: Global: Irish Whiskey Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 6: Global: Irish Whiskey Market: Competitive Structure

Table 7: Global: Irish Whiskey Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Irish Whiskey Market: Major Drivers and Challenges

Figure 2: Global: Irish Whiskey Market: Sales Value (in Billion US\$), 2018-2023

Figure 3: Global: Irish Whiskey Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 4: Global: Irish Whiskey Market: Breakup by Type (in %), 2023

Figure 5: Global: Irish Whiskey Market: Breakup by Pricing (in %), 2023

Figure 6: Global: Irish Whiskey Market: Breakup by Sales Channel (in %), 2023

Figure 7: Global: Irish Whiskey Market: Breakup by Region (in %), 2023

Figure 8: Global: Irish Whiskey (Blended) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 9: Global: Irish Whiskey (Blended) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 10: Global: Irish Whiskey (Single Malt) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 11: Global: Irish Whiskey (Single Malt) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 12: Global: Irish Whiskey (Single Pot Still) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 13: Global: Irish Whiskey (Single Pot Still) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 14: Global: Irish Whiskey (Single Grain) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 15: Global: Irish Whiskey (Single Grain) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 16: Global: Irish Whiskey (Mass) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 17: Global: Irish Whiskey (Mass) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 18: Global: Irish Whiskey (Premium) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 19: Global: Irish Whiskey (Premium) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 20: Global: Irish Whiskey (On-trade) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 21: Global: Irish Whiskey (On-trade) Market Forecast: Sales Value (in Million

US\$), 2024-2032

Figure 22: Global: Irish Whiskey (Off-trade) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 23: Global: Irish Whiskey (Off-trade) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 24: North America: Irish Whiskey Market: Sales Value (in Million US\$), 2018 & 2023

Figure 25: North America: Irish Whiskey Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 26: United States: Irish Whiskey Market: Sales Value (in Million US\$), 2018 & 2023

Figure 27: United States: Irish Whiskey Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 28: Canada: Irish Whiskey Market: Sales Value (in Million US\$), 2018 & 2023

Figure 29: Canada: Irish Whiskey Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 30: Asia-Pacific: Irish Whiskey Market: Sales Value (in Million US\$), 2018 & 2023

Figure 31: Asia-Pacific: Irish Whiskey Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 32: China: Irish Whiskey Market: Sales Value (in Million US\$), 2018 & 2023

Figure 33: China: Irish Whiskey Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 34: Japan: Irish Whiskey Market: Sales Value (in Million US\$), 2018 & 2023

Figure 35: Japan: Irish Whiskey Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 36: India: Irish Whiskey Market: Sales Value (in Million US\$), 2018 & 2023

Figure 37: India: Irish Whiskey Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 38: South Korea: Irish Whiskey Market: Sales Value (in Million US\$), 2018 & 2023

Figure 39: South Korea: Irish Whiskey Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 40: Australia: Irish Whiskey Market: Sales Value (in Million US\$), 2018 & 2023

Figure 41: Australia: Irish Whiskey Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 42: Indonesia: Irish Whiskey Market: Sales Value (in Million US\$), 2018 & 2023

Figure 43: Indonesia: Irish Whiskey Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 44: Others: Irish Whiskey Market: Sales Value (in Million US\$), 2018 & 2023

Figure 45: Others: Irish Whiskey Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 46: Europe: Irish Whiskey Market: Sales Value (in Million US\$), 2018 & 2023

Figure 47: Europe: Irish Whiskey Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 48: Germany: Irish Whiskey Market: Sales Value (in Million US\$), 2018 & 2023

Figure 49: Germany: Irish Whiskey Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 50: France: Irish Whiskey Market: Sales Value (in Million US\$), 2018 & 2023

Figure 51: France: Irish Whiskey Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 52: United Kingdom: Irish Whiskey Market: Sales Value (in Million US\$), 2018 & 2023

Figure 53: United Kingdom: Irish Whiskey Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 54: Italy: Irish Whiskey Market: Sales Value (in Million US\$), 2018 & 2023

Figure 55: Italy: Irish Whiskey Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 56: Spain: Irish Whiskey Market: Sales Value (in Million US\$), 2018 & 2023

Figure 57: Spain: Irish Whiskey Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 58: Russia: Irish Whiskey Market: Sales Value (in Million US\$), 2018 & 2023

Figure 59: Russia: Irish Whiskey Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 60: Others: Irish Whiskey Market: Sales Value (in Million US\$), 2018 & 2023

Figure 61: Others: Irish Whiskey Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 62: Latin America: Irish Whiskey Market: Sales Value (in Million US\$), 2018 & 2023

Figure 63: Latin America: Irish Whiskey Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 64: Brazil: Irish Whiskey Market: Sales Value (in Million US\$), 2018 & 2023

Figure 65: Brazil: Irish Whiskey Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 66: Mexico: Irish Whiskey Market: Sales Value (in Million US\$), 2018 & 2023

Figure 67: Mexico: Irish Whiskey Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 68: Others: Irish Whiskey Market: Sales Value (in Million US\$), 2018 & 2023

Figure 69: Others: Irish Whiskey Market Forecast: Sales Value (in Million US\$), 2024-2032

2024-2032

Figure 70: Middle East and Africa: Irish Whiskey Market: Sales Value (in Million US\$), 2018 & 2023

Figure 71: Middle East and Africa: Irish Whiskey Market: Breakup by Country (in %), 2023

Figure 72: Middle East and Africa: Irish Whiskey Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 73: Global: Irish Whiskey Industry: SWOT Analysis

Figure 74: Global: Irish Whiskey Industry: Value Chain Analysis

Figure 75: Global: Irish Whiskey Industry: Porter's Five Forces Analysis

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