

# Whiskey Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

<https://marketpublishers.com/r/W890B9862326EN.html>

Date: March 2023

Pages: 106

Price: US\$ 2,499.00 (Single User License)

ID: W890B9862326EN

## Abstracts

Market Outlook 2023-2028:

The global whiskey market size reached US\$ 64.0 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 91.3 Billion by 2028, exhibiting a growth rate (CAGR) of 6% during 2023-2028.

Whiskey is an alcoholic beverage manufactured by fermenting the grain mash of malted barley, rye, wheat or corn. It is commonly aged in wooden barrels and is consumed as a rejuvenating and recreational drink. The most popular styles of whiskey include scotch whiskey, grain whiskey, blended whiskey, Irish and American whiskey. The consumption of whiskey at a moderate rate is considered beneficial for health as it reduces the risk of developing heart and blood pressure-related complications. However, excessive intake is associated with critical health issues. In cases of medical emergencies, it is also used as an alternative to alcohol to disinfect wounds.

Whiskey Market Trends:

Innovations and advancements in the manufacturing of alcoholic drinks, coupled with an increase in the number of whiskey distilleries across the globe are among the key factors driving the growth of the market. There is also an increasing demand for premium and super-premium whiskeys across both developed and emerging nations. Furthermore, changing lifestyles of consumers and the growing trend of socializing and mid-week/weekend parties among working professionals are also influencing the market positively. Whiskey is often associated with a desire to showcase class and sophistication among peers, which has resulted in consumers looking for innovative and unique drinking experiences. Additionally, extensive promotional activities by

manufacturers to strengthen distribution and purchase channels, along with the development of online retailing portals that provide consumers with a hassle-free shopping experience, is driving the market further. Moreover, product innovations such as organic whiskeys are gaining rapid preference among consumers across the globe. Other factors, including rising disposable income levels and increasing urbanization, are also projected to contribute to the market growth.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global whiskey market report, along with forecasts at the global and regional level from 2023-2028. Our report has categorized the market based on product type, quality and distribution channel.

#### Breakup by Product Type:

- American Whiskey
- Irish Whiskey
- Scotch Whiskey
- Canadian Whiskey
- Others

#### Breakup by Quality:

- Premium
- High-End Premium
- Super Premium

#### Breakup by Distribution Channel:

- Off-Trade
- Supermarkets and Hypermarkets
- Discount Stores
- Online Stores
- Others

## On-Trade

Restaurants and Bars

Liquor Stores

Others

## Breakup by Region:

Europe

North America

Asia Pacific

Middle East and Africa

Latin America

## Competitive Landscape:

The report has also analysed the competitive landscape of the market with some of the key players being Diageo plc, Bacardi Limited, Suntory Beverage & Food Limited, Pernod Ricard, The Brown-Forman Corporation, Asahi Group Holdings Ltd, William Grant & Sons Holdings Ltd, The Edrington Group, Allied Blenders and Distillers Pvt Ltd, Constellation Brands, La Martiniquaise, etc.

## Key Questions Answered in This Report:

How has the global whiskey market performed so far and how will it perform in the coming years?

What are the key regional markets in the global whiskey industry?

What has been the impact of COVID-19 on the global whiskey industry?

What is the breakup of the market based on the product type?

What is the breakup of the market based on the quality?

What is the breakup of the market based on the distribution channel?

What are the various stages in the value chain of the global whiskey industry?

What are the key driving factors and challenges in the global whiskey industry?

What is the structure of the global whiskey industry and who are the key players?

What is the degree of competition in the global whiskey industry?

What are the profit margins in the global whiskey industry?

## 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 WHISKEY MARKET**

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Breakup by Product Type
- 5.5 Market Breakup by Quality
- 5.6 Market Breakup by Distribution Channel
- 5.7 Market Breakup by Region
- 5.8 Market Forecast

### **6 MARKET BREAKUP BY PRODUCT TYPE**

- 6.1 American Whiskey
  - 6.1.1 Market Trends
  - 6.1.2 Market Forecast

## 6.2 Irish Whiskey

### 6.2.1 Market Trends

### 6.2.2 Market Forecast

## 6.3 Scotch Whiskey

### 6.3.1 Market Trends

### 6.3.2 Market Forecast

## 6.4 Canadian Whiskey

### 6.4.1 Market Trends

### 6.4.2 Market Forecast

## 6.5 Others

### 6.5.1 Market Trends

### 6.5.2 Market Forecast

## **7 MARKET BREAKUP BY QUALITY**

### 7.1 Premium

#### 7.1.1 Market Trends

#### 7.1.2 Market Forecast

### 7.2 High-End Premium

#### 7.2.1 Market Trends

#### 7.2.2 Market Forecast

### 7.3 Super Premium

#### 7.3.1 Market Trends

#### 7.3.2 Market Forecast

## **8 MARKET BREAKUP BY DISTRIBUTION CHANNEL**

### 8.1 Off-Trade

#### 8.1.1 Market Trends

#### 8.1.2 Market Breakup by Type

##### 8.1.2.1 Supermarkets and Hypermarkets

##### 8.1.2.2 Discount Stores

##### 8.1.2.3 Online Stores

##### 8.1.2.4 Others

#### 8.1.3 Market Forecast

### 8.2 On-Trade

#### 8.2.1 Market Trends

#### 8.2.2 Market Breakup by Type

##### 8.2.2.1 Restaurants and Bars

8.2.2.2 Liquor Stores

8.2.2.3 Others

8.2.3 Market Forecast

## **9 MARKET BREAKUP BY REGION**

9.1 Europe

9.1.1 Market Trends

9.1.2 Market Forecast

9.2 North America

9.2.1 Market Trends

9.2.2 Market Forecast

9.3 Asia Pacific

9.3.1 Market Trends

9.3.2 Market Forecast

9.4 Middle East and Africa

9.4.1 Market Trends

9.4.2 Market Forecast

9.5 Latin America

9.5.1 Market Trends

9.5.2 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 PORTER'S 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 Diageo plc

14.3.2 Bacardi Limited

14.3.3 Suntory Beverage & Food Limited

14.3.4 Pernod Ricard

14.3.5 The Brown-Forman Corporation

14.3.6 Asahi Group Holdings Ltd

14.3.7 William Grant & Sons Holdings Ltd

14.3.8 The Edrington Group

14.3.9 Allied Blenders and Distillers Pvt Ltd

14.3.10 Constellation Brands

14.3.11 La Martiniquaise

## List Of Tables

### LIST OF TABLES

Table 1: Global: Whiskey Market: Key Industry Highlights, 2022 and 2028

Table 2: Global: Whiskey Market Forecast: Breakup by Product Type (in Billion US\$), 2023-2028

Table 3: Global: Whiskey Market Forecast: Breakup by Quality (in Billion US\$), 2023-2028

Table 4: Global: Whiskey Market Forecast: Breakup by Distribution Channel (in Billion US\$), 2023-2028

Table 5: Global: Whiskey Market Forecast: Breakup by Region (in Billion US\$), 2023-2028

Table 6: Global: Whiskey Market Structure

Table 7: Global: Whiskey Market: Key Players



## List Of Figures

### LIST OF FIGURES

- Figure 1: Global: Whiskey Market: Major Drivers and Challenges
- Figure 2: Global: Whiskey Market: Sales Value (in Billion US\$), 2017-2022
- Figure 3: Global: Whiskey Market: Breakup by Product Type (in %), 2022
- Figure 4: Global: Whiskey Market: Breakup by Quality (in %), 2022
- Figure 5: Global: Whiskey Market: Breakup by Distribution Channel (in %), 2022
- Figure 6: Global: Whiskey Market: Breakup by Region (in %), 2022
- Figure 7: Global: Whiskey Market Forecast: Sales Value (in Billion US\$), 2023-2028
- Figure 8: Global: Whiskey Industry: SWOT Analysis
- Figure 9: Global: Whiskey Industry: Value Chain Analysis
- Figure 10: Global: Whiskey Industry: Porter's Five Forces Analysis
- Figure 11: Global: Whiskey (American Whiskey) Market: Sales Value (in Billion US\$), 2017 & 2022
- Figure 12: Global: Whiskey (American Whiskey) Market Forecast: Sales Value (in Billion US\$), 2023-2028
- Figure 13: Global: Whiskey (Irish Whiskey) Market: Sales Value (in Billion US\$), 2017 & 2022
- Figure 14: Global: Whiskey (Irish Whiskey) Market Forecast: Sales Value (in Billion US\$), 2023-2028
- Figure 15: Global: Whiskey (Scotch Whiskey) Market: Sales Value (in Billion US\$), 2017 & 2022
- Figure 16: Global: Whiskey (Scotch Whiskey) Market Forecast: Sales Value (in Billion US\$), 2023-2028
- Figure 17: Global: Whiskey (Canadian Whiskey) Market: Sales Value (in Billion US\$), 2017 & 2022
- Figure 18: Global: Whiskey (Canadian Whiskey) Market Forecast: Sales Value (in Billion US\$), 2023-2028
- Figure 19: Global: Whiskey (Other Product Types) Market: Sales Value (in Billion US\$), 2017 & 2022
- Figure 20: Global: Whiskey (Other Product Types) Market Forecast: Sales Value (in Billion US\$), 2023-2028
- Figure 21: Global: Whiskey (Premium) Market: Sales Value (in Billion US\$), 2017 & 2022
- Figure 22: Global: Whiskey (Premium) Market Forecast: Sales Value (in Billion US\$), 2023-2028
- Figure 23: Global: Whiskey (High-End Premium) Market: Sales Value (in Billion US\$),

2017 & 2022

Figure 24: Global: Whiskey (High-End Premium) Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 25: Global: Whiskey (Super Premium) Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 26: Global: Whiskey (Super Premium) Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 27: Global: Whiskey Market (On-Trade): Sales Value (in Billion US\$), 2017 & 2022

Figure 28: Global: Whiskey Market Forecast (On-Trade): Sales Value (in Billion US\$), 2023-2028

Figure 29: Global: Whiskey Market (Off-Trade): Sales Value (in Billion US\$), 2017 & 2022

Figure 30: Global: Whiskey Market Forecast (Off-Trade): Sales Value (in Billion US\$), 2023-2028

Figure 31: Europe: Whiskey Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 32: Europe: Whiskey Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 33: North America: Whiskey Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 34: North America: Whiskey Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 35: Asia Pacific: Whiskey Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 36: Asia Pacific: Whiskey Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 37: Middle East and Africa: Whiskey Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 38: Middle East and Africa: Whiskey Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 39: Latin America: Whiskey Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 40: Latin America: Whiskey Market Forecast: Sales Value (in Billion US\$), 2023-2028

## I would like to order

Product name: Whiskey Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

Product link: <https://marketpublishers.com/r/W890B9862326EN.html>

Price: US\$ 2,499.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/W890B9862326EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

