

Global Whiskey Tourism Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Whiskey Tourism market size is predicted to grow from US\$ 15760 million in 2025 to US\$ 30300 million in 2032; it is expected to grow at a CAGR of 10.0% from 2026 to 2032.

Whiskey tourism is a niche form of travel centered around exploring and experiencing whiskey-related destinations, activities, and culture. It focuses on various aspects of whiskey production, history, and enjoyment. Whiskey tourism provides enthusiasts with opportunities to deepen their appreciation for whiskey, explore its diverse expressions, and immerse themselves in the cultural and historical contexts of whiskey production and enjoyment.

United States market for Whiskey Tourism is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Whiskey Tourism is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Whiskey Tourism is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Whiskey Tourism players cover Diageo, Pernod Ricard, William Grant & Sons Ltd, Brown-Forman Corporation, Suntory Global Spirits, Inc., etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

LPI (LP Information)' newest research report, the 'Whiskey Tourism Industry Forecast' looks at past sales and reviews total world Whiskey Tourism sales in 2025, providing a

comprehensive analysis by region and market sector of projected Whiskey Tourism sales for 2026 through 2032. With Whiskey Tourism sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Whiskey Tourism industry.

This Insight Report provides a comprehensive analysis of the global Whiskey Tourism landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Whiskey Tourism portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Whiskey Tourism market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Whiskey Tourism and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Whiskey Tourism.

This report presents a comprehensive overview, market shares, and growth opportunities of Whiskey Tourism market by product type, application, key players and key regions and countries.

Segmentation by Type:

Single Malt Whiskey

Blended Whiskey

Bourbon

Craft Whiskey

Others

Segmentation by Application:

Distillery Tours/ Tasting Experiences

Whiskey Festival

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Diageo

Pernod Ricard

William Grant & Sons Ltd

Brown-Forman Corporation

Suntory Global Spirits, Inc.

Bacardi Limited

Edrington Group

Heaven Hill Brands

Chivas Brothers Ltd

LVMH

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