

# Spirits in Australia - Market Summary, Competitive Analysis and Forecast, 2016-2025

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## Abstracts

Spirits in Australia - Market Summary, Competitive Analysis and Forecast, 2016-2025

### SUMMARY

Spirits in Australia industry profile provides top-line qualitative and quantitative summary information including: market size (value 2016-20, and forecast to 2025). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The spirits market consists of the sale of brandy, gin and genever, liqueurs, rum, specialty spirits, tequila and mezcal, vodka and whiskey. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2020 exchange rates.

The Australian spirits market had total revenues of \$12.1bn in 2020, representing a compound annual rate of change (CARC) of -0.8% between 2016 and 2020.

Market consumption volumes declined with a CARC of -0.2% between 2016-2020, to reach a total of 361.7 million litres in 2020.

The performance of the market is forecast to accelerate, with an anticipated CAGR of 11.2% for the five-year period 2020 - 2025, which is expected to drive

the market to a value of \$20.6bn by the end of 2025.

## **SCOPE**

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the spirits market in Australia

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the spirits market in Australia

Leading company profiles reveal details of key spirits market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Australia spirits market with five year forecasts

## **REASONS TO BUY**

What was the size of the Australia spirits market by value in 2020?

What will be the size of the Australia spirits market in 2025?

What factors are affecting the strength of competition in the Australia spirits market?

How has the market performed over the last five years?

What are the main segments that make up Australia's spirits market?

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