

# Emerging Markets and Premiumisation to Drive Global Spirits Market

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## Abstracts

The global spirits industry has proved to be recession-resistant with slowing economies not having any major impact on the overall growth of the industry. However, there has been some shift in the business and consumption trends.

For example, the ongoing economic slump has led to a shift from on-premise to off-premise consumption as off-premise consumption has proved more economical. Likewise, the aging population, particularly in the United States, has created above-average demand growth for spirits and wine.

Globally, the spirits industry is growing on the back of two importance factors. First, the emerging markets of Brazil, Russia, India and China (BRIC) witnessing strong ongoing momentum in spirits and wine consumption as a result of rise in discretionary spending of consumers. Secondly, the western markets, notably United States although slow is still well oriented.

Apart from the favorable demographics i.e. aging population, the shift in the consumption of alcoholic beverage – from beer to spirits and wine - is helping the growth of the spirits industry. Within the spirits business, the trend towards premium products has further helped the industry in value terms. Spirit markets have been premiumizing across the regions as premium consumers have more and more access to more sophisticated products and are aggressively willing to pay premium for higher quality brands.

2007 proved to be a remarkable year for the global distilled spirits market with strong growth in emerging countries and moderate progress in Western markets within a worldwide economic context of lower growth. In the year 2008 and beyond, despite of a difficult economic environment, emerging economies have witnessed a strong growth

with significant moderate growth in other markets that will help the overall industry growth.

The report titled “Emerging Markets and Premiumisation to Drive Global Spirits Market” is an analysis of the major global economies that are witnessing growth and shift in consumption trends. Major trends in the various economies have been highlighted to give a better understanding of the functioning of the spirits industry in those countries/regions. Further, the competitive landscape in which major spirits companies like Diageo, Pernod Ricard, United Spirits and Brown-Forman operates has been analyzed.

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