

# **Malt Whisky Market Size, Share, and Outlook, 2025 Report- By Distribution Channel (Bars and Restaurants, Liquor Stores, Supermarkets and Hypermarkets, Mini Markets, Online, Others), and Companies, 2021-2032**

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## **Abstracts**

### **Malt Whisky Market Outlook**

The global Malt Whisky market is expected to register a growth rate of 5.3% during the forecast period from \$24.8 Billion in 2024 to \$37.5 Billion in 2032. The Malt Whisky market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Malt Whisky segments across 22 countries from 2021 to 2032. Key segments in the report include By Distribution Channel (Bars and Restaurants, Liquor Stores, Supermarkets and Hypermarkets, Mini Markets, Online, Others). Over 70 tables and charts showcase findings from our latest survey report on Malt Whisky markets.

### **Malt Whisky Market Insights, 2025**

The malt whisky market represents a prestigious segment of the global spirits industry, prized for its traditional distillation methods, aging processes, and complex flavor profiles. Malt whisky is primarily made from malted barley and aged in oak barrels, with regions like Scotland, Ireland, Japan, and the US producing distinctive styles and appellations. Premiumization and craft distillation trends fuel growth, driven by connoisseurs and collectors seeking limited editions, rare vintages, and unique cask finishes. The market benefits from expanding cocktail culture and increasing global

appreciation for artisanal spirits. Regulatory protections such as geographical indications safeguard quality and authenticity. Innovations include maturation in novel wood types and experimenting with blending techniques to appeal to broader demographics. Sustainability efforts focus on water usage reduction and eco-friendly packaging. Digital marketing and tourism linked to distilleries enhance consumer engagement and market visibility.

## Five Trends that will define global Malt Whisky market in 2025 and Beyond

A closer look at the multi-million global market for Malt Whisky identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Malt Whisky companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

## What are the biggest opportunities for growth in the Malt Whisky industry?

The Malt Whisky sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

## Malt Whisky Market Segment Insights

The Malt Whisky industry presents strong offers across categories. The analytical report offers forecasts of Malt Whisky industry performance across segments and countries. Key segments in the industry include By Distribution Channel (Bars and Restaurants, Liquor Stores, Supermarkets and Hypermarkets, Mini Markets, Online, Others). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Malt Whisky market size outlook is provided for 22 countries across these regions.

## Market Value Chain

The chapter identifies potential companies and their operations across the global Malt Whisky industry ecosystem. It assists decision-makers in evaluating global Malt Whisky market fundamentals, market dynamics, and disruptive trends across the value chain segments.

## Scenario Analysis and Forecasts

Strategic decision-making in the Malt Whisky industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios: slow growth, reference case, and high growth cases.

## Asia Pacific Malt Whisky Market Analysis A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

## The State of Europe Malt Whisky Industry 2025 Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Malt Whisky with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Malt Whisky market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

## The US Malt Whisky market Insights Executives are most excited about opportunities for

the US Malt Whisky industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Malt Whisky companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Malt Whisky market.

Latin American Malt Whisky market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Malt Whisky Markets  
New Opportunities for Companies  
Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Malt Whisky markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Malt Whisky markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape  
How Malt Whisky companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles,

SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Speyburn Distillery Holdings, Inc., The Balvenie Distillers Co., Ltd., Old Pulteney Spirits Group, LLC, The Macallan Distillers International, Inc., Cragganmore Whisky Company, Ltd., Laphroaig Distilleries, Inc., Lagavulin Spirits Holdings, LLC, Balblair Distilleries Group International, Royal Lochnagar Distillers Co., Ltd., Bunnahabhain Whisky Holdings, Inc., Highland Park Distilleries International, LLC, Glenmorangie Spirits Group, Ltd., Jura Whisky Company, Inc., Bowmore Distillers Holdings, LLC, Aberlour Whisky International, Inc., Royal Brackla Distilleries Group, Ltd.

Malt Whisky Market Scope

Leading Segments

By Distribution Channel

Bars and Restaurants

Liquor Stores

Supermarkets and Hypermarkets

Mini Markets

Online

Others

Leading Companies

Speyburn Distillery Holdings, Inc.

The Balvenie Distillers Co., Ltd.

Old Pulteney Spirits Group, LLC

The Macallan Distillers International, Inc.

Cragganmore Whisky Company, Ltd.

Laphroaig Distilleries, Inc.

Lagavulin Spirits Holdings, LLC

Balblair Distilleries Group International

Royal Lochnagar Distillers Co., Ltd.

Bunnahabhain Whisky Holdings, Inc.

Highland Park Distilleries International, LLC

Glenmorangie Spirits Group, Ltd.

Jura Whisky Company, Inc.

Bowmore Distillers Holdings, LLC

Aberlour Whisky International, Inc.

Royal Brackla Distilleries Group, Ltd.

Geographies

North AmericaUS, Canada, Mexico

EuropeGermany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia PacificChina, India, Japan, South Korea, Australia, South East Asia, Others

Latin AmericaBrazil, Argentina, Others

Middle East and AfricaSaudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

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