

Scotch Whiskey Market Size, Share, and Outlook, 2025 Report- By Type (Blended Whisky, Bulk Blended Whisky, Pure Malt Whisky, Grain Whisky), ABV (40%, 43%, 46%, 57%), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Online Sales, Others), End User (Individuals, Restaurants and Bars, Clubs and Hotels, Others), and Companies, 2021-2032

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Abstracts

Scotch Whiskey Market Outlook

The global Scotch Whiskey market is expected to register a growth rate of 6.6% during the forecast period from \$21.5 Billion in 2024 to \$35.9 Billion in 2032. The Scotch Whiskey 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 Scotch Whiskey segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Blended Whisky, Bulk Blended Whisky, Pure Malt Whisky, Grain Whisky), ABV (40%, 43%, 46%, 57%), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Online Sales, Others), End User (Individuals, Restaurants and Bars, Clubs and Hotels, Others). Over 70 tables and charts showcase findings from our latest survey report on Scotch Whiskey markets.

Scotch Whiskey Market Insights, 2025

The Scotch whiskey market is one of the most prestigious and economically significant segments within the global spirits industry, defined by strict geographical and production

regulations under UK law. Known for its diversity—from single malts and blended whiskies to grain and blended malt Scotch—this market appeals to both traditional connoisseurs and emerging premium consumers worldwide. Increasing demand in Asia and the Americas drives export growth, with premiumization trends favoring aged and limited-edition releases that emphasize heritage, craftsmanship, and terroir. Innovations include flavored variants and cask finishes to attract younger drinkers. The market faces challenges such as tariff impacts and fluctuating raw material costs. Whisky tourism and experiential marketing enhance brand loyalty. Distribution covers high-end bars, liquor stores, duty-free, and online platforms, with digital engagement playing a growing role in consumer education and sales.

Five Trends that will define global Scotch Whiskey market in 2025 and Beyond

A closer look at the multi-million global market for Scotch Whiskey identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Scotch Whiskey 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 Scotch Whiskey industry?

The Scotch Whiskey 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.

Scotch Whiskey Market Segment Insights

The Scotch Whiskey industry presents strong offers across categories. The analytical report offers forecasts of Scotch Whiskey industry performance across segments and countries. Key segments in the industry include By Type (Blended Whisky, Bulk Blended Whisky, Pure Malt Whisky, Grain Whisky), ABV (40%, 43%, 46%, 57%), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Online Sales, Others), End User (Individuals, Restaurants and Bars, Clubs and Hotels, 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, Scotch Whiskey 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 Scotch Whiskey industry ecosystem. It assists decision-makers in evaluating global Scotch Whiskey market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

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

Asia Pacific Scotch Whiskey 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 Scotch Whiskey 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 Scotch Whiskey 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 Scotch Whiskey market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Scotch Whiskey market Insights Executives are most excited about opportunities for the US Scotch Whiskey industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Scotch Whiskey 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 Scotch Whiskey market.

Latin American Scotch Whiskey 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 Scotch Whiskey 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 Scotch Whiskey 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 Scotch Whiskey markets including

the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape How Scotch Whiskey 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 Bacardi Limited, Beam Suntory Inc., Diageo plc, Pernod Ricard SA, William Grant and Sons Ltd., ACEO, Ben Nevis Distillery Ltd., Brown-Forman Corporation, Edrington Group, George Ballantine and Son Ltd., Inver House Distillers Limited, Whyte and Mackay Group Ltd.

Scotch Whiskey Market Scope

Leading Segments

By Type

Blended Whisky

Bulk Blended Whisky

Pure Malt Whisky

Grain Whisky

By ABV

40%

43%

46%

57%

By Distribution Channels

Supermarkets and Hypermarkets

Convenience Stores

Online Sales

Others

By End User

Individuals

Restaurants and Bars

Clubs and Hotels

Others

Leading Companies

Bacardi Limited

Beam Suntory Inc.

Diageo plc

Pernod Ricard SA

William Grant and Sons Ltd.

ACEO

Ben Nevis Distillery Ltd.

Brown-Forman Corporation

Edrington Group

George Ballantine and Son Ltd.

Inver House Distillers Limited

Whyte and Mackay 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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By Type

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Bulk Blended Whisky

Pure Malt Whisky

Grain Whisky

By ABV

40%

43%

46%

57%

By Distribution Channels

Supermarkets and Hypermarkets

Convenience Stores

Online Sales

Others

By End User

Individuals

Restaurants and Bars

Clubs and Hotels

Others

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Beam Suntory Inc.

Diageo plc

Pernod Ricard SA

William Grant and Sons Ltd.

ACEO

Ben Nevis Distillery Ltd.

Brown-Forman Corporation

Edrington Group

George Ballantine and Son Ltd.

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