



the Source for Wine & Spirits Analysis

## PRESS RELEASE

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### Asia forecasted to remain key for long-term growth

Despite the recent well-documented slowdown in China and other emerging markets, Asia remains the key region for the long-term development of the global alcohol market.

According to the IWSR Forecast Report 2014-2019, Asia is expected to see the largest volume increase of any region across the beer, wine, spirits and mixed drinks categories. Total yearly consumption is set to surge by almost 1.2bn nine-litre cases by 2019. In contrast, consumption in Europe is projected to contract by 27.2m cases over this time, a result of steady decline in both the beer and wine categories.

Two Asian markets – China and India – are forecast to be the largest-growing spirits markets between 2013 and 2019, together accounting for a rise of 120.5m cases in yearly spirits consumption. In fact, the US is the only non-Asian market to appear among the top five largest growth markets for spirits in this period.

Local spirits (including national spirits such as baijiu, as well as local whisky and brandy) will continue to drive much of the expansion within Asia, although many markets are also showing a wealth of opportunity for imported products. Meanwhile, local brands are forecast to increase with a steady compound annual growth rate (CAGR) of +1%, and imported spirits are set to grow with a CAGR of +3.8% between 2013 and 2019, an increase of 8.7m cases.

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For all press enquiries, please contact Helen Windle, marketing & PR manager, at [helen@theiwsr.com](mailto:helen@theiwsr.com) or +44 (0)20 7689 6832

For more information on the IWSR's data, please contact Graziella Jeffrey, business development manager, at [graziella@theiwsr.com](mailto:graziella@theiwsr.com) or +44 (0)20 7689 6834

#### **About the IWSR Forecast Report 2014-2019 and Global Review**

**The IWSR Forecast Report 2014-2019** looks at the global alcoholic beverage market over the next five years, covering the most recent and future trends for all wine, spirits mixed drinks, beer and cider categories in 61 key countries and straight-lines the remaining countries, giving both numbers and the reasoning and explanation behind those forecasts. The straight-line forecasts are then modified by the IWSR analysts.

The **Global Review** analyses the global trends for all wine and spirits categories, RTDs and beer in the key regions. Each section includes data tables, charts and graphs, as well as a written summary with insight into the key trends.

- Regional overviews by category and quality: Europe, CIS, Asia-Pacific, North America, South America.
- Category overviews analysed by region, leading markets, sub-categories and quality (super-premium, premium, standard and value).

#### **About the IWSR**

The IWSR is the leading source of analysis on the alcoholic beverage market. The IWSR's database, essential to the industry, quantifies the global market of wine, spirits, beer and RTDs by volume and value, and provides insight into short- and long-term trends. Our data is used by all of the largest multinational wine and spirits companies, as well as many more local companies.

The IWSR's unique methodology allows us to get closer to what is actually consumed and better understand how markets work. The IWSR conducts face-to-face interviews with 1,500 companies in 118 countries each year, with further input from 350 companies. The IWSR tracks overall consumption and trends at brand, quality and category level.