



PRESS RELEASE

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Leading travel-retail liquor brands rebound in 2016

London. The just-released annual IWSR Magazine's Top 100 Travel Retail Brands list reveals that most of the leading brands increased sales last year as the market began to recover following 2015's downturn. Overall global travel-retail spirits sales increased by 3.2% in 2016 over 2015 to reach 22.5m nine-litre cases.

Johnnie Walker still leads the ranking with an 11.4% share of global travel-retail spirits volumes. Sales of the biggest-selling variant, Johnnie Walker Red Label, continued to decline last year, but there was growth for the Black Label, Gold Reserve, Platinum and XR lines, as well as the relaunched Green Label malt. Johnnie Walker saw the largest volume gain of all the 27 scotch brands featured on the list. Scotch is the most-represented category on the list with 27 brands. Vodka is second with 17 brands featured.

Pernod Ricard's Chivas Regal reclaimed second place in the top 100 from Brown-Forman's Jack Daniel's. Jack Daniel's sales grew by 11.5% in Europe last year, but declined in all other regions, particularly the Americas, despite the success of the new Tennessee Fire line, which was launched in travel retail in 2015. The three other US whiskies on the list, Jim Beam, Wild Turkey and Maker's Mark all posted double digit growth. Chivas Regal was one of Pernod Ricard's best-performing top 100 brands, along with Martell, Jameson, Havana Club and Kahlúa.

LVMH's Hennessy Cognac climbed two places in the ranking with a 13.2% growth in 2016 over 2015. Hennessy moved from 8th to 6th place after developing most rapidly in the Americas and Asia-Pacific, its key regional markets. Hennessy, travel retail's best-selling Cognac, has also been one of the most consistent growth brands in the spirits sector over the past few years. Pernod Ricard's Martell Cognac entered the top ten following a 5.6% growth in travel retail sales in 2016. Martell's travel retail volumes grew by 12.6% a year on average in the five years to 2016. Hennessy and Martell were the only Cognacs on the list to report growth in 2016.

While sales of Absolut and Smirnoff, both in the top ten, declined last year, the vodka category boasts a number of top-performing brands. Nemiroff, Danzka, Żubrówka, Żołądkowa Gorzka, Beluga and Sopolica all posted double-digit growth. Tito's entered the ranking for the first time as sales grew from 5,000 to 33,000 cases, while Nemiroff rose from 25 to 14 in the top brands ranking.

The Top 100 Travel Retail Brand list is produced by the IWSR, the industry's most authoritative source of alcoholic drinks data and analysis. The IWSR's travel retail database is the most comprehensive in the world. The IWSR is launching a new interactive online tool, which will include the IWSR's travel retail data plus additional data, analysis, product news and innovations in the travel retail channel. The IWSR Travel Retail Hub is due to be released in September.

See the top 10 brands below.

Find the full list exclusively in the IWSR Magazine.

The IWSR's Top 100 Travel Retail Brands Brands 1-10

Rank		Brand	Category	Owner	Volume	Volume	% Change	% CAGR
2016	2015				2015	2016	2015-'16	2011-'16
1	1	Johnnie Walker	Scotch whisky	Diageo	2,477.70	2,565.00	3.5%	4.1%
2	3	Chivas	Scotch whisky	Pernod Ricard	864.7	886.2	2.5%	0.2%
3	2	Jack Daniel's	US whiskey	Brown-Forman	883	880.3	-0.3%	6.4%
4	4	Absolut	Vodka	Pernod Ricard	766.3	747.4	-2.5%	-6.9%
5	5	Baileys	Liqueurs	Diageo	621.3	638.4	2.8%	-1.9%
6	8	Hennessy	Cognac/Armagnac	LVMH	556.8	630.5	13.2%	6.5%
7	7	Bacardi	Rum	Bacardi	602.5	614.2	1.9%	-1.5%
8	6	Smirnoff	Vodka	Diageo	616.3	539.5	-12.5%	-1.5%
9	9	Ballantine's	Scotch whisky	Pernod Ricard	504.1	531.6	5.5%	-1.0%
10	11	Martell	Cognac/Armagnac	Pernod Ricard	356.7	376.5	5.6%	12.6%

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About the IWSR

The IWSR is the leading source of data and analysis on the alcoholic beverage market. The IWSR's database, essential to the industry, quantifies the global market of wine, spirits, beer and mixed drinks 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 over 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.