



PRESS RELEASE

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Whisky, tequila and gin to drive global spirits category growth to 2021

London. Just released data from the *IWSR 2017-2021 Forecast* suggests global volumes of whisky, gin and tequila are expected to make gains of 55.2m, 7.1m and 5.8m nine-litre cases respectively over the next five years, following their rapid growth in 2016. These categories together with baijiu (+48.2m cases between 2016 and 2021), will contribute the most in the overall total global spirits category growth, which is expected to reach 3.19bn cases by 2021.

Consumption of local whiskies in India continues to thrive; Scotch in India is also forecast to continue to be one of the largest growth segments. Globally, Scotch is forecast to contribute +10.5m cases to whisky growth over the next five years and US whiskies a further +8.9m cases. Other whiskies (predominantly Indian Whiskies) will be the largest contributor growing by +28.2m cases. The US is the second-largest growth market for whisky behind India, forecasting the strongest gains for US and Irish whiskey.

Tequila will also make its largest gains on the US market, with additional growth forecast in its domestic market, Mexico.

Despite being a top growth market for many categories, the total US alcohol market is forecast to decline by 37m cases over the next five years. The forecasted growth in wine, whisky and tequila is not enough to offset declines in beer, cider and mixed drinks.

Gin's domestic market, the UK, has led the way for the gin revival. The huge range of brands now available on the UK market (likely to be over 700) offers plenty of room for consumers to experiment. The UK gin market is forecast to gain an additional 1.4m cases by 2021. Similar growth is expected in Spain and the US. Baijiu is forecast to see the largest growth all of spirits categories over the next five years, benefiting from a growing economy in China and increased demand for business banquets.

Beer and wine* are forecast to gain the largest volumes in the overall alcohol market over the next five years, adding 139m and 76.5m cases respectively. The IWSR forecasts the strongest growth for beer in Mexico, India and Vietnam.

China and the US will see the largest growth in wine consumption over the next five years, with both local and imported wines winning over consumers.

The IWSR is widely seen as the most authoritative data source on the beverage alcohol market. The IWSR's unique approach to forecasting has proven to be reliable. Comparing last year's forecast for 2016 with actual 2016 data, the IWSR's forecast at a global level differed by just -0.5% for wine and by just +0.3% for all spirits.

* Includes still wine, sparkling wine, other wine, fortified wine and light aperitifs.

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About the IWSR 2017-2021 Forecast

The IWSR 2017-2021 Forecast 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 64 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's analysts.

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.