



**PRESS RELEASE**

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## Demand for gin and super-premium spirits boosts travel retail

The IWSR has released its annual *Duty Free/Travel Retail Summary Report*, a global overview of duty-free trends from 2010 to 2015. Overall, spirits had a poor year in travel retail in 2015, as difficult conditions in the channel hit many markets around the world. Spirits volumes fell by -3.3% and value sales by -4.2%. However, amidst all the gloom, a few bright spots appear with eight categories showing increases and a general trend toward premiumisation helping the top end of the market.

In volume terms, gin was the winner. Overall volumes were up 6%, surpassing 1.2m nine-litre cases for the first time. The extra 250,000 cases pushed value up by close to US\$86m. Three key brands drove this growth: super-premium Hendrick's, premium Tanqueray and standard Beefeater, collectively adding almost 50,000 cases. The category was further helped by the emergence of a raft of new premium and super-premium brands as producers expand their footprint and retailers look to cash in on consumer interest in craft spirits.

Demand for expensive gins was one reason, although not the only one, behind the growth at the top end of the market. In 2015 super-premium spirits rose by 3.7% passing the 2.6m-case mark, while ultra-premium spirits rose to over 800,000 cases (+3.1%).

### Total spirits – Sales by quality 2015 v 2014

	Quality	2014	2015	Share 2015	% Chg '14 to '15	CAGR '10 to '15
	<b>Total</b>	<b>22,583.0</b>	<b>21,833.0</b>	<b>100.0%</b>	<b>-3.3%</b>	<b>3.6%</b>
1.	Prestige	25.1	29.8	0.1%	18.9%	14.0%
2.	Ultra-Premium	776.7	800.8	3.7%	3.1%	6.5%
3.	Super-Premium	2,524.3	2,617.4	12.0%	3.7%	11.9%
4.	Premium	6,553.0	6,453.6	29.6%	-1.5%	4.3%
5.	Standard	12,212.2	11,429.1	52.3%	-6.4%	1.3%
6.	Value	491.7	502.3	2.3%	2.2%	9.3%

Source: The IWSR. Note: All volume figures in '000s nine-litre cases

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For more information on the on the *IWSR Duty Free/Travel Retail Summary Report 2016* or the *IWSR Duty Free/Travel Retail Database 2016*, please contact Graziella Jeffrey, business development director, at [graziella@theiwsr.com](mailto:graziella@theiwsr.com) or +44 (0)20 7689 6834.

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### About the *Duty Free/Travel Retail Summary Report 2016*

The *IWSR Duty Free/Travel Retail Summary Report 2016* is a global overview of trends from 2010 to 2015. The report analyses volume and value data by category, region, channel and quality, and includes rankings of the leading brands, suppliers, markets, outlets and retailers.

### 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.