

## IWSR Reveals Top 100 Travel-Retail Spirits Brands.

Top 10 brands make up 45% of volumes of top 100 spirits.

**London.** The 10 largest spirits brands in travel retail hold 36% of the total travel-retail spirits market and 45% of the volumes held by the top 100 brands, according to the Top 100 Travel-Retail Spirits Brands list published exclusively in the September issue of *IWSR Magazine*.

Diageo's Johnnie Walker remains the clear leader of the travel-retail spirits sector, with volume sales of more than 2.5m nine-litre cases. A 4.2% increase in volumes in 2017 was largely driven by healthy growth of 5% to 7% for each of the brand's leading variants: Black, Red, Double Black and Gold. Johnnie Walker achieved double-digit growth in its biggest duty-free market, the Gulf, and in other key markets such as Singapore, Malaysia, the Levant, Africa and Russia.

Jack Daniel's exchanged places with Chivas Regal to move back into second position in the top 100 ranking. Travel-retail volumes topped 1m cases for Jack Daniel's last year after rising by 17%. The introduction of new lines and exclusive items has maintained momentum for the brand.

One of Pernod Ricard's best performers in the Scotch category last year was Ballantine's, which jumped from 9th to 7th place. The launch of the brand's first limited-edition product exclusively in the South Korea travel-retail market, and the introduction of a 30yo Cask edition, helped drive sales growth in Asia, a key region for Ballantine's.

Travel-retail spirits volumes rose by a healthy 4.9% in 2017, with growth for almost half of the top 100 brands outpacing that of the category, according to the IWSR, the leading source of data and analysis on the global beverage alcohol market.

### Top 100 Travel Retail Spirits Brands – 1-10

Rank		Brand	Owner	Category	Volume 2017	% Vol Change	% CAGR
2017	2016					2016-'17	2012-'17
1	1	Johnnie Walker	Diageo	Scotch	2,515.4	4.2	0.7
2	3	Jack Daniel's	Brown-Forman	US Whiskey	1,026.0	17.0	7.3
3	2	Chivas Regal	Pernod Ricard	Scotch	914.8	3.5	-0.5
4	4	Absolut	Pernod Ricard	Vodka	723.4	-4.9	-6.2
5	5	Hennessy	LVMH	Cognac	652.3	3.5	6.5
6	6	Baileys	Diageo	Liqueurs	633.6	1.0	-1.8
7	9	Ballantine's	Pernod Ricard	Scotch	587.5	10.5	1.3
8	7	Bacardi	Bacardi	Rum	586.7	-4.0	-3.3
9	8	Smirnoff	Diageo	Vodka	528.7	-6.0	-2.3
10	10	Martell	Pernod Ricard	Cognac	427.8	14.0	13.1

**Volume units: Thousands of nine-litre cases** **Source: IWSR 2018**

Read the full list exclusively in the *IWSR Magazine* September issue.

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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, cider and mixed drinks by volume and value in 157 countries, and provides insight into short- and long-term trends, including five-year volume and value forecasts.

The IWSR tracks overall consumption and trends at brand, price segment and category level. Our data is used by the major multinational wine, spirits and beer companies, as well as financial and alcoholic beverage market suppliers. The IWSR's unique methodology allows us to get closer to what is actually consumed and better understand how markets work. Our analysts travel the world in order to meet over 1,600 local professionals to capture market trends and the 'why' behind the numbers.

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