

Top 100 largest spirits brands revealed in the *IWSR Real 100* Local spirits giants dominate top 10

The world's most popular alcoholic drink in 2017 was the South Korean soju brand Jinro, owned by Hite-Jinro, according to the *IWSR Real 100*, the definitive ranking of the world's largest spirits brands by volume, published exclusively in the *IWSR Magazine* July issue.

Selling almost 76m nine-litre cases, Jinro retains its number one position from last year, and once again by a staggering margin of over 44m cases. Jinro has grown for four years in a row, selling 0.8% (over 600,000 cases) more in 2017 than it did in 2016.

The world's second and third most-consumed spirits brands swapped places this year. Ruang Khao moves up to second place, the pick-me-up for Thai labourers growing by almost 2% after a dip in 2016. In third place, the world's biggest brown spirit – and the world's number one whisky – is ABD's Officer's Choice.

The markets for soju in South Korea, local whisky in India and cane spirits in Thailand are so vast that even those brands trailing far behind Jinro, Officer's Choice and Ruang Khao sit comfortably within the global top 10.

Thai Beverages, who also owns Ruang Khao, is one of only two companies to have two brands in the top 10. Besides McDowell's, Diageo has Smirnoff vodka at number six. Smirnoff is the first truly global brand on the list, selling over 25m cases across 155 countries, and rising one place in the rankings this year.

While giant domestic Asian brands make up the lion's share of the top 10, the international bestsellers are not far behind. Johnnie Walker Scotch whisky grew by 2% last year, but fell one place to 12th, just ahead of Bacardi rum, unchanged in 13th, and Jack Daniel's whiskey, which rose two places to 14th. These Western brands don't completely rule their home markets as they face more competition from other international spirits brands, but their global reach ensures that they are still available to hundreds of millions of potential consumers and generally at affordable price points.

Eighteen of the brands in the *Real 100* belong to Diageo, making the British company the most-represented owner on the list. Pernod Ricard follows with ten brands.

The most-represented category in the *Real 100* is whisky, with 29 brands featured. Fifteen of these whiskies are Indian, of which ten are owned by either Diageo or Pernod Ricard. The biggest climbers of the whisky category were Japanese whisky Nikka, climbing from 96th to 87th place

(12% growth 2016-2017) and Jameson Irish whiskey which climbed from 48th to 43rd (12.1% growth 2016-2017)

Nineteen vodka brands appear on this year's list. Tito's once again surged up the rankings: impressive growth of 17.6% in 2017 means that the brand has leapt from 93rd place to 35th in the space of just two years.

The list features six rum brands. Bacardi stays at 13th, Captain Morgan breaks back into the top 20 in 19th place, and Havana Club's growth of 6.3% is only enough to rise one place to 67th.

IWSR Real 100 – Largest spirits brands 1-10

Rank		Brand	Category	Owner	Volume	% Chg Volumes
2017	2016				2017	2016 to 2017
1	1	Jinro	Soju	Hite-Jinro	75,910.0	0.8%
2	3	Ruang Khao	Other Spirits	Thai Beverage	31,750.0	1.8%
3	2	Officer's Choice	Indian Whisky	ABD	31,510.1	-2.5%
4	4	Emperador	Brandy	Emperador	28,756.8	-3.0%
5	6	McDowell's	Indian Whisky	Diageo	26,338.2	2.7%
6	7	Smirnoff	Vodka	Diageo	25,635.0	0.7%
7	5	Chum Churum	Soju	Lotte	25,551.0	2.2%
8	8	Hong Tong	Other Spirits	Thai Beverage	21,200.0	2.4%
9	10	Imperial Blue	Indian Whisky	Pernod Ricard	18,847.7	5.2%
10	9	Good Day Soju	Soju	Muhak	18,550.0	-1.3%

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

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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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