RESEARCH REPORT

Global Luxury Wines & Spirits Market Research Report: Forecast to 2023

MARKET RESEARCH FUTURE®

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Table of Contents

List of Tables

List of Figures

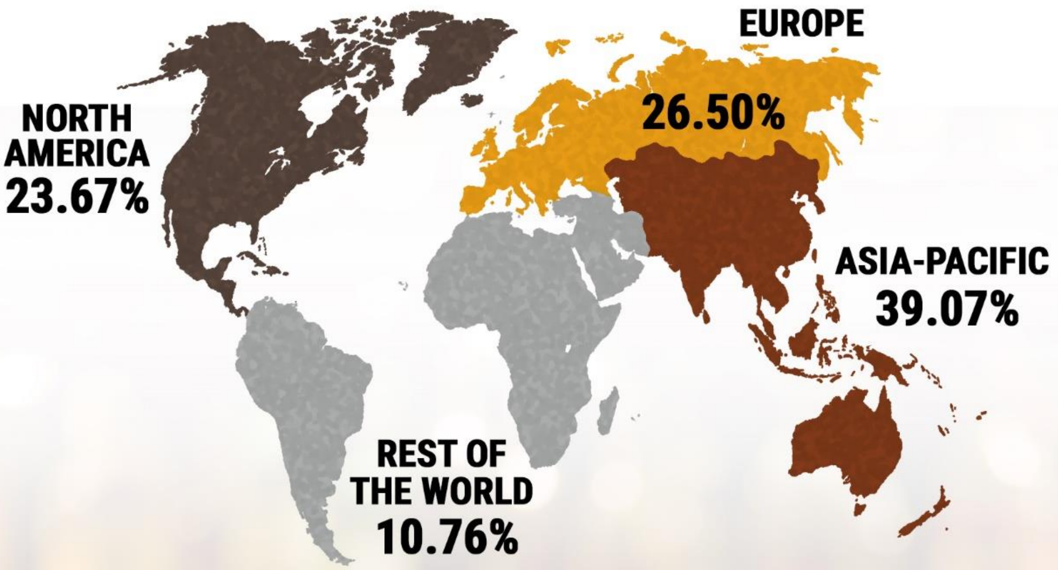
GLOBAL LUXURY WINES & SPIRITS MARKET

DRIVERS
- Rise in number of high net worth individuals
- Growth of luxury travel industry
- Rise in per capita disposable income

RESTRAINTS
- Drifting consumer preference towards non-alcoholic beverages
- Stringent government policies

OPPORTUNITIES
- Differentiation through packaging, digitization, and branding
- Adoption of growth strategies

Global Luxury Wines & Spirits Market, by Region (2018)



Global Luxury Wines & Spirits Market, by Type (2018)

- Wine: 63.53%
- Whisky: 12.83%
- Rum: 3.99%
- Brandy: 5.86%
- Vodka: 5.46%
- Gin: 3.50%
- Tequila: 2.91%
- Others: 1.91%

Executive Summary

CHAPTER 1

Global luxury wines and spirits market has witnessed continued demand during the last few years and is projected to reach USD 93,550.0 Million at a CAGR of 5.22% by 2023 in terms of value. Luxury wines and spirits market has witnessed substantial innovation in terms of new product launches along with research & development and collaboration by the industrial players.

TABLE 1 GLOBAL: LUXURY WINES AND SPIRITS MARKET, BY REGION, 2013-2018 (USD MILLION)

Region	2013	2014	2015	2016	2017	2018
North America	13,736.9	14,382.4	15,027.6	15,703.3	16,410.9	17,171.6
Europe	15,547.7	16,242.9	16,934.6	17,657.5	18,413.1	19,224.7
Asia Pacific	22,018.8	23,189.1	24,372.0	25,617.7	26,929.6	28,343.7
Rest of the World	5,460.7	5,880.9	6,315.9	6,779.1	7,272.2	7,806.0
Total	56,764.2	59,695.2	62,650.1	65,757.6	69,025.7	72,546.0

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 2 GLOBAL: LUXURY WINES AND SPIRITS MARKET, BY REGION, 2019-2023 (USD MILLION)

Region	2019	2020	2021	2022	2023	CAGR % (2018-2023)
North America	17,893.2	18,645.0	19,428.5	20,244.9	21,095.5	4.20%
Europe	19,928.9	20,658.9	21,415.6	22,200.1	23,013.3	3.66%
Asia Pacific	30,213.5	32,206.7	34,331.3	36,596.1	39,010.4	6.60%
Rest of the World	8,295.2	8,802.3	9,327.5	9,870.4	10,430.8	5.97%
Total	76,330.8	80,313.0	84,502.9	88,911.5	93,550.0	5.22%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Global luxury wines and spirits market is projected to witness a CAGR of 5.22% and it is projected to reach USD 93,550.0 Million during the forecast period 2018-2023. Asia-Pacific is anticipated to account for the maximum market proportion in the global luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 39,010.4 Million by the end of 2023. However, Rest of the World is projected to register the substantial growth rate (5.97%) during the forecast period 2018-2023.

TABLE 3 GLOBAL: LUXURY WINES AND SPIRITS MARKET, BY REGION, 2013-2018 (HECTOLITERS)

Region	2013	2014	2015	2016	2017	2018
North America	17,194.8	17,768.7	18,324.5	18,884.0	19,472.1	20,113.3
Europe	19,702.3	20,315.7	20,905.5	21,497.0	22,129.1	22,830.6
Asia Pacific	26,652.3	27,703.9	28,738.6	29,864.0	31,021.1	32,231.2
Rest of the World	6,544.9	6,956.8	7,374.3	7,805.8	8,270.2	8,776.3
Total	70,094.3	72,745.1	75,342.9	78,050.9	80,892.6	83,951.4

Source: Industry Expert, Secondary Research, and MRFR Analysis

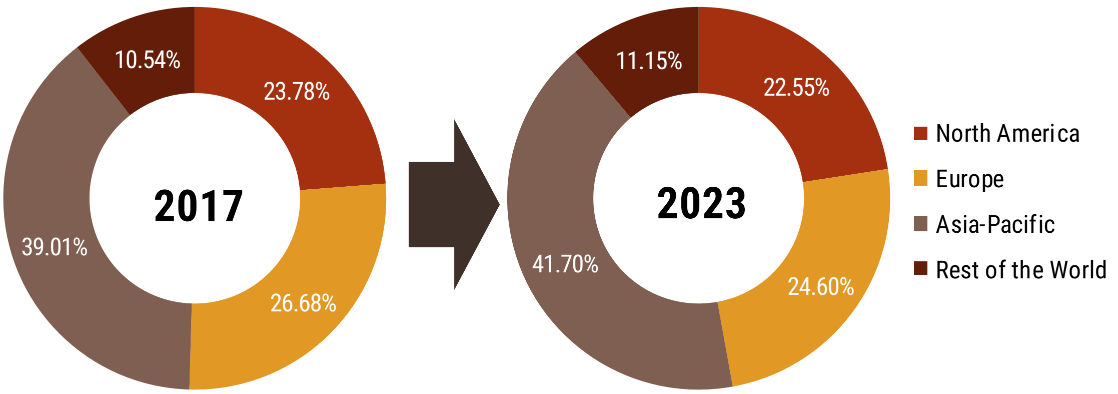
TABLE 4 GLOBAL: LUXURY WINES AND SPIRITS MARKET, BY REGION, 2019-2023 (HECTOLITERS)

Region	2019	2020	2021	2022	2023	CAGR % (2018-2023)
North America	20,669.0	21,233.9	21,840.0	22,454.6	23,097.8	2.81%
Europe	23,374.7	23,920.0	24,465.9	25,011.9	25,582.7	2.30%
Asia Pacific	33,899.8	35,672.4	37,519.1	39,461.5	41,483.9	5.18%
Rest of the World	9,234.0	9,701.6	10,168.5	10,643.3	11,114.2	4.84%
Total	87,177.5	90,527.8	93,993.5	97,571.2	101,278.8	3.82%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Global luxury wines and spirits market is projected to witness a CAGR of 3.82% and it is projected to reach 101,278.8 Hectoliters during the forecast period 2018-2023. Asia-Pacific is anticipated to account for the maximum market proportion in the global luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 41,483.9 Hectoliters by the end of 2023. However, Rest of the World is projected to register the substantial growth rate (4.84%) during the forecast period 2018-2023.

FIGURE 1 GLOBAL LUXURY WINES AND SPIRITS MARKET SHARE (%), BY REGION (2017 & 2023)



Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 5 GLOBAL: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2013-2018 (USD MILLION)

Type	2013	2014	2015	2016	2017	2018
Wine	36,336.6	38,159.2	39,991.6	41,915.8	43,926.4	46,090.1
Whisky	7,136.3	7,530.6	7,930.3	8,351.8	8,810.2	9,305.1
Rum	2,212.4	2,338.6	2,466.9	2,602.4	2,744.1	2,897.1
Brandy	3,407.3	3,566.6	3,726.0	3,893.1	4,066.5	4,253.2
Vodka	3,035.5	3,206.1	3,379.2	3,561.8	3,753.6	3,960.4
Gin	1,952.7	2,061.1	2,171.1	2,287.2	2,408.3	2,539.0
Tequila	1,631.6	1,718.8	1,807.1	1,900.1	2,002.7	2,113.3
Others	1,051.9	1,114.3	1,178.0	1,245.3	1,313.9	1,387.9
Total	56,764.2	59,695.2	62,650.1	65,757.6	69,025.7	72,546.0

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 6 GLOBAL: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2019-2023 (USD MILLION)

Type	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Wine	48,304.9	50,624.3	53,052.9	55,595.9	58,258.5	4.80%
Whisky	9,898.6	10,529.5	11,200.1	11,912.9	12,670.5	6.37%
Rum	3,077.4	3,268.8	3,472.0	3,687.7	3,916.7	6.22%
Brandy	4,463.6	4,684.4	4,916.1	5,159.2	5,414.4	4.95%
Vodka	4,202.9	4,460.0	4,732.6	5,021.6	5,328.1	6.11%
Gin	2,682.1	2,833.1	2,992.8	3,161.4	3,339.6	5.63%
Tequila	2,236.3	2,366.4	2,504.0	2,649.5	2,803.4	5.81%
Others	1,465.1	1,546.6	1,632.5	1,723.2	1,818.9	5.56%
Total	76,330.8	80,313.0	84,502.9	88,911.5	93,550.0	5.22%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Global luxury wines and spirits market is projected to witness a CAGR of 5.22% and it is projected to reach USD 93,550.0 Million during the forecast period 2018-2023. Wine segment is anticipated to account for the maximum market proportion in the global luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 58,258.5 Million by the end of 2023. However, Whisky segment is projected to register the substantial growth rate (6.37%) during the forecast period 2018-2023.

TABLE 7 GLOBAL: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2013-2018 (HECTOLITERS)

Type	2013	2014	2015	2016	2017	2018
Wine	44,884.1	46,515.6	48,108.3	49,765.5	51,491.1	53,348.6
Whisky	8,801.3	9,165.9	9,525.9	9,902.7	10,314.9	10,758.3
Rum	2,724.3	2,842.0	2,958.6	3,080.9	3,207.8	3,344.1
Brandy	4,210.9	4,349.7	4,484.2	4,624.1	4,768.6	4,924.8
Vodka	3,747.4	3,906.2	4,063.2	4,227.2	4,398.6	4,582.9
Gin	2,412.1	2,512.7	2,612.2	2,716.3	2,824.1	2,940.0
Tequila	2,014.1	2,093.9	2,172.5	2,254.7	2,346.3	2,444.9
Others	1,300.1	1,359.1	1,418.0	1,479.6	1,541.2	1,607.7
Total	70,094.3	72,745.1	75,342.9	78,050.9	80,892.6	83,951.4

Source: Industry Expert, Secondary Research, and MRFR Analysis

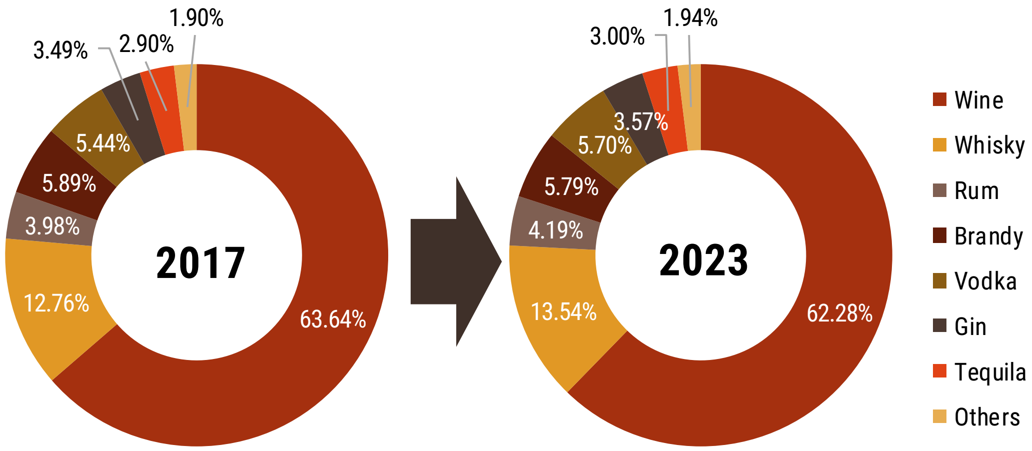
TABLE 8 GLOBAL: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2019-2023 (HECTOLITERS)

Type	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Wine	55,181.3	57,074.5	59,022.7	61,022.0	63,082.9	3.41%
Whisky	11,295.5	11,859.2	12,448.3	13,063.5	13,707.4	4.96%
Rum	3,506.1	3,676.0	3,853.2	4,038.1	4,231.1	4.82%
Brandy	5,100.9	5,283.2	5,471.3	5,664.8	5,864.9	3.56%
Vodka	4,800.3	5,027.8	5,264.8	5,511.7	5,769.4	4.71%
Gin	3,065.0	3,195.4	3,330.7	3,471.0	3,617.1	4.23%
Tequila	2,553.5	2,666.8	2,784.7	2,907.1	3,034.6	4.42%
Others	1,674.9	1,745.0	1,817.7	1,892.9	1,971.2	4.16%
Total	87,177.5	90,527.8	93,993.5	97,571.2	101,278.8	3.82%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Global luxury wines and spirits market is projected to witness a CAGR of 3.82% and it is projected to reach 101,278.8 Hectoliters during the forecast period 2018-2023. Wine segment is anticipated to account for the maximum market proportion in the global luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 63,082.9 Hectoliters by the end of 2023. However, Whisky segment is projected to register the substantial growth rate (4.96%) during the forecast period 2018-2023.

FIGURE 2 GLOBAL LUXURY WINES AND SPIRITS MARKET SHARE (%), BY TYPE (2017 & 2023)



Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 9 GLOBAL LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2013-2018 (USD MILLION)

Distribution Channel	2013	2014	2015	2016	2017	2018
Food Service	25,106.3	26,393.6	27,690.8	29,054.7	30,488.8	32,033.6
Food Retail	31,657.9	33,301.6	34,959.4	36,702.9	38,536.9	40,512.4
Total	56,764.2	59,695.2	62,650.1	65,757.6	69,025.7	72,546.0

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 10 GLOBAL LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2019-2023 (USD MILLION)

Distribution Channel	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Food Service	33,715.6	35,486.9	37,352.4	39,317.2	41,386.5	5.26%
Food Retail	42,615.2	44,826.0	47,150.5	49,594.3	52,163.5	5.19%
Total	76,330.8	80,313.0	84,502.9	88,911.5	93,550.0	5.22%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Global luxury wines and spirits market is projected to witness a CAGR of 5.22% and it is projected to reach USD 93,550.0 Million during the forecast period 2018-2023. Food retail segment is anticipated to account for the maximum market proportion in the global luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 58,163.5 Million by the end of 2023. However, food service segment is projected to register the substantial growth rate (5.26%) during the forecast period 2018-2023.

TABLE 11 GLOBAL LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2013-2028 (HECTOLITERS)

Distribution Channel	2013	2014	2015	2016	2017	2018
Food Service	31,031.4	32,193.8	33,332.3	34,517.9	35,762.3	37,102.7
Food Retail	39,062.9	40,551.3	42,010.7	43,533.0	45,130.3	46,848.7
Total	70,094.3	72,745.1	75,342.9	78,050.9	80,892.6	83,951.4

Source: Industry Expert, Secondary Research, and MRFR Analysis

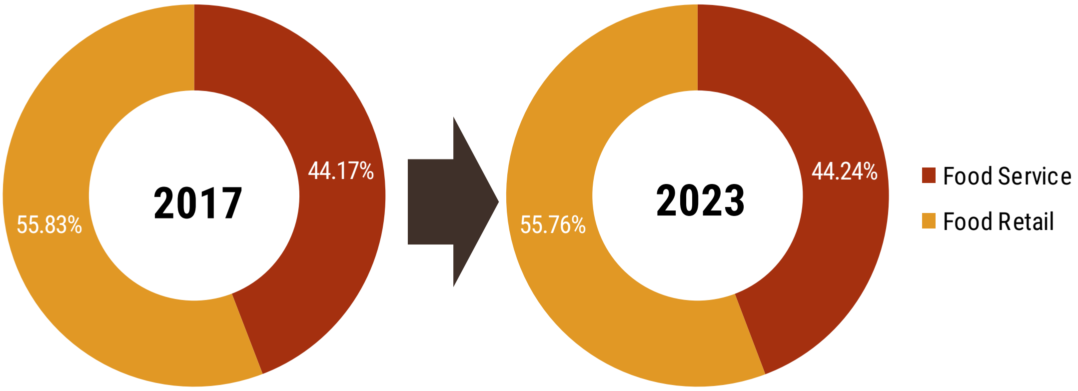
TABLE 12 GLOBAL LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2019-2023 (HECTOLITERS)

Distribution Channel	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Food Service	38,539.6	40,032.7	41,579.9	43,178.6	44,838.4	3.86%
Food Retail	48,638.0	50,495.1	52,413.6	54,392.6	56,440.4	3.80%
Total	87,177.5	90,527.8	93,993.5	97,571.2	101,278.8	3.82%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Global luxury wines and spirits market is projected to witness a CAGR of 3.82% and it is projected to reach 101,278.8 Hectoliters during the forecast period 2018-2023. Food retail segment is anticipated to account for the maximum market proportion in the global luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 56,440.4 Hectoliters by the end of 2023. However, food service segment is projected to register the substantial growth rate (3.86%) during the forecast period 2018-2023.

FIGURE 3 GLOBAL LUXURY WINES AND SPIRITS MARKET SHARE (%), BY DISTRIBUTION CHANNEL (2017 & 2023)



Source: Industry Expert, Secondary Research, and MRFR Analysis

Market Introduction

CHAPTER 2

2.1 Definition

Luxury wines and spirits are a kind of luxury goods that is desirable and more than necessary and ordinary. It has six key attributes: high price, high quality, scarcity, is aesthetically pleasing, is symbolic, and provides a sense of privilege to the buyer.

This report provides information specifically for the global luxury wines & spirits market.

2.2 Scope of the Study

- To provide a detailed analysis of the market structure along with a forecast for the next five years of the various segments and sub-segments of the global luxury wines & spirits market
- To provide insights into factors affecting market growth
- To analyze the global luxury wines & spirits market based on various tools such as supply chain analysis and Porter's Five Forces analysis
- To provide historical and forecast revenue of the market segments and sub-segments with respect to regions and their respective key countries
- To provide country-level analysis of the market with respect to the current market size and future prospects
- To provide country-level analysis of the market by type, distribution channel, and region
- To provide strategic profiling of the key players in the market, comprehensively analyzing their core competencies, and drawing a competitive landscape of the market
- To track and analyze competitive developments such as joint ventures, strategic alliances, mergers & acquisitions, new product developments, and research and development in the global luxury wines & spirits market

2.3 List of Assumptions

Parameter	Assumption & Limitations
Currency value	All forecasts have been made with the revenue and value calculated under the standard assumption that the value of the globally accepted currency, the US dollar, remains constant over the next five years.
Exchange rates and currency Conversion	For conversion of various currencies to USD, the average historical exchange rates have been used according to the year specified. For all historical and current exchange rates required for calculations and currency conversions, the OANDA website has been used in this research study.
Niche market segments	For niche market segments where accurate data of the respective timeline was not available, the data was calculated using trend line analysis. In some instances, where mathematical and statistical models could not be applied to arrive at the number, generalization of specific related trends to that particular market have been made.
Qualitative analysis	The qualitative analysis is arrived at from the quantitative data based on the understanding of the market and its trends by the team of experts involved in making this report.
Average selling price (ASP)	The ASP, wherever applicable, was calculated using all kinds of suitable statistical and mathematical methods and considering external qualitative factors affecting the price. All the calculations are interconnected based on the finalized ASPs.

Source: MRFR Analysis

2.4 Market Structure

FIGURE 4 GLOBAL LUXURY WINES & SPIRITS MARKET: MARKET STRUCTURE

GLOBAL LUXURY WINES & SPIRITS MARKET

BY TYPE
- Wine
- Whisky
- Rum
- Brandy
- Vodka
- Gin
- Tequila
- Others

BY DISTRIBUTION CHANNEL
- Food Retail
- Food Service

BY REGION
- North America
- Europe
- Asia-Pacific
- Rest of the World

Source: MRFR Analysis

2.5 Key Takeaways

FIGURE 5 KEY TAKEAWAYS FROM THE GLOBAL LUXURY WINES & SPIRITS MARKET

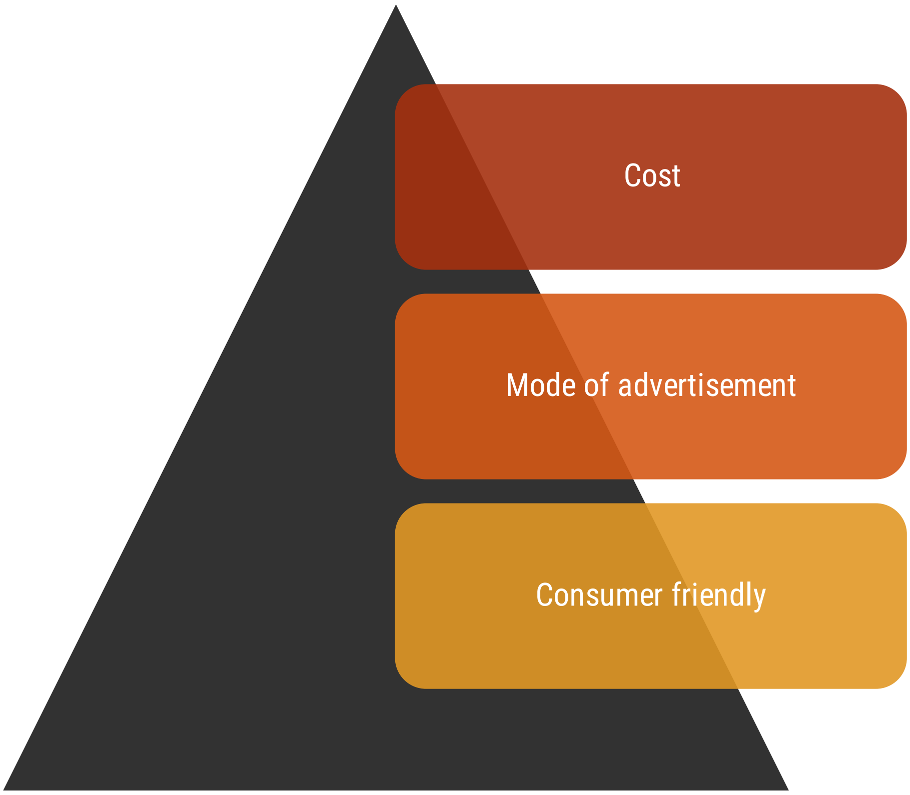
The growth in luxury travel is fueling the growth of luxury wines and spirits market.

New product development is among the major trends gaining pace in the global luxury wines and spirits market.

Source: MRFR Analysis

2.6 Key Buying Criteria

FIGURE 6 KEY BUYING CRITERIA OF THE GLOBAL LUXURY WINES & SPIRITS MARKET



Source: MRFR Analysis

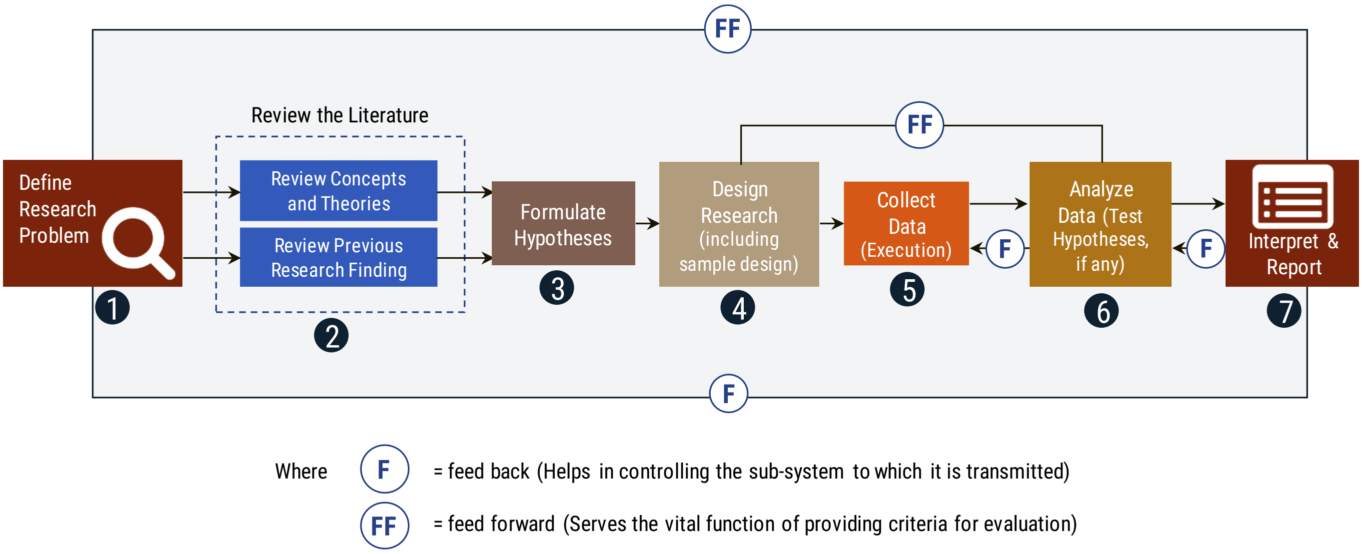
Research Methodology

CHAPTER 3

3.1 Research Process

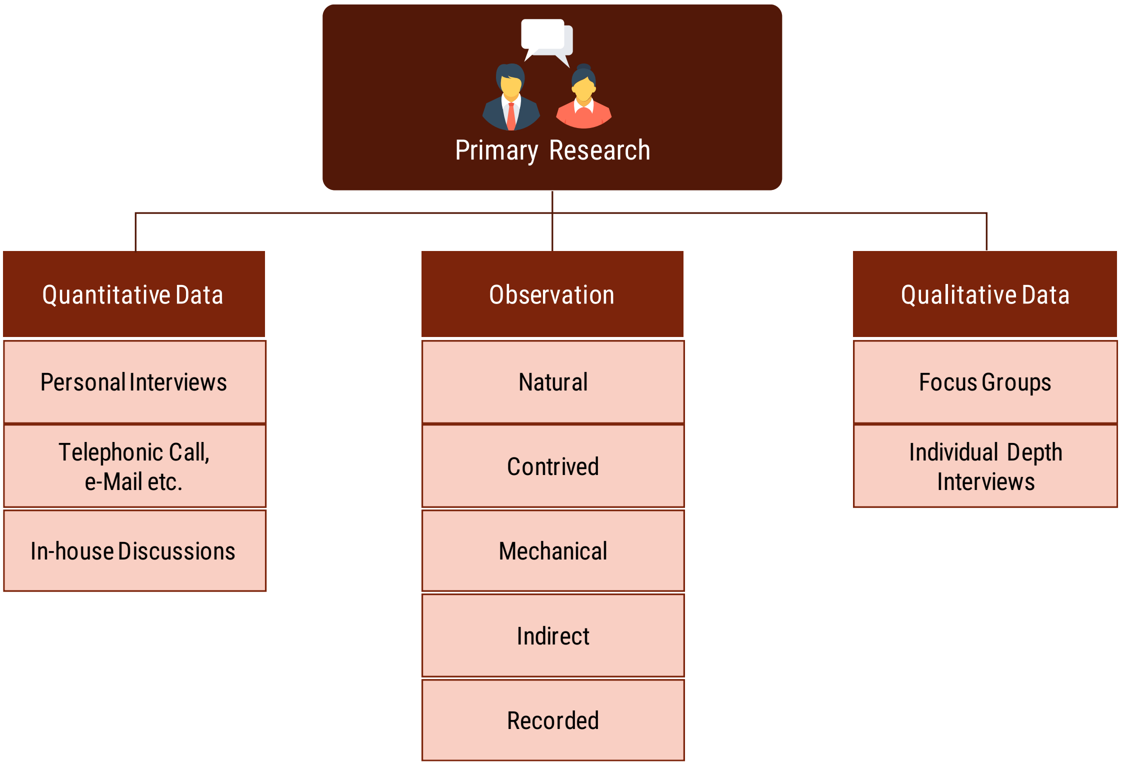
Market Research Future analysis is based on interviews with industry experts who offer insight into the market structure, market segmentation, technology assessment, competitive landscape (CL), market penetration, as well as the emerging trends. Besides primary interviews (~80%) and secondary research (~20%), their analysis is based on years of professional expertise in their respective industries. Our analysts also predict where the market will be headed in the next five to 10 years, by analyzing historical trends and the current market position. Furthermore, the varying trends in segments and categories in each region are studied and estimated based on primary and secondary research.

FIGURE 7 RESEARCH PROCESS OF MRFR



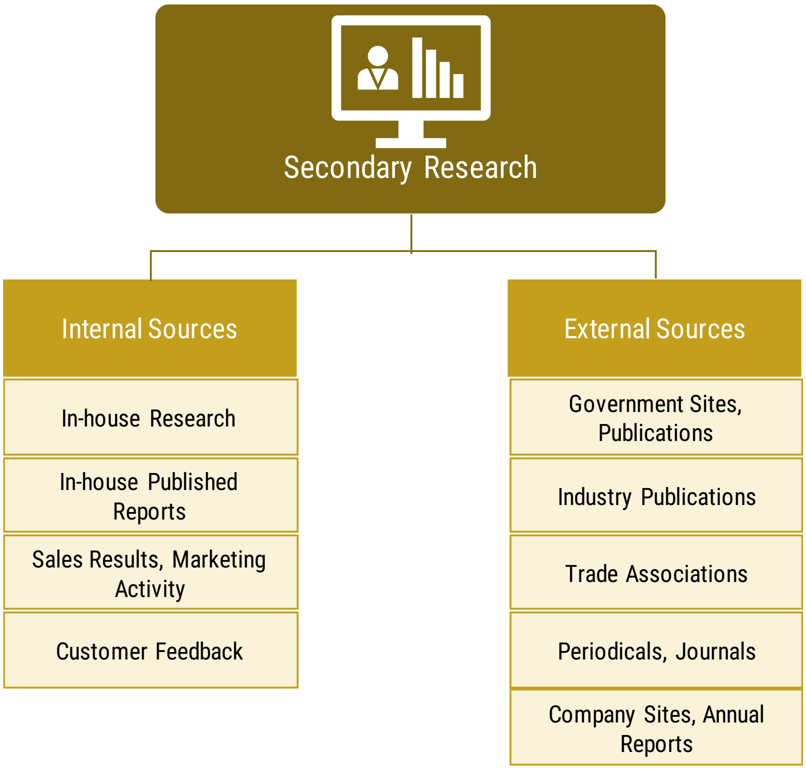
3.2 Primary Research

Extensive primary research was conducted to gain a deeper insight into the market and industry performance. For this particular report, we have conducted primary surveys (interviews) with the key level executives (VPs, CEOs, marketing directors, and business development managers, among others) of the major players active in the market. In addition to analyzing the current and historical trends, our analysts predict where the market is headed in the next five to 10 years.



3.3 Secondary Research

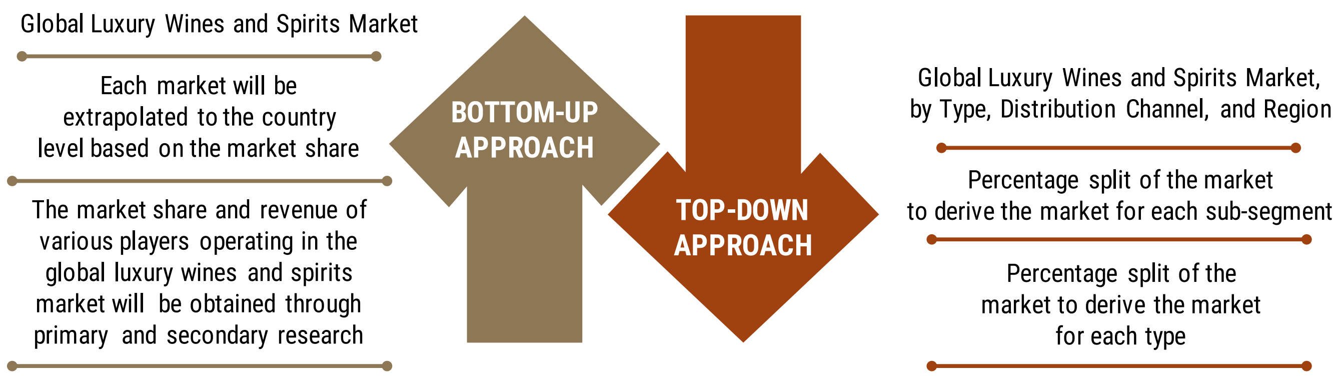
Secondary research was mainly used to collect and identify information useful for an extensive, technical, market-oriented, and commercial study of the global luxury wines & spirits market. It was also used to obtain key information about major players, market classification and segmentation according to industry trends, and developments related to the market and technology. For this study, analysts have gathered information from various credible sources such as annual reports, SEC filings, journals, white papers, corporate presentations, company websites, international and national associations and paid databases.



3.4 Market Size Estimation

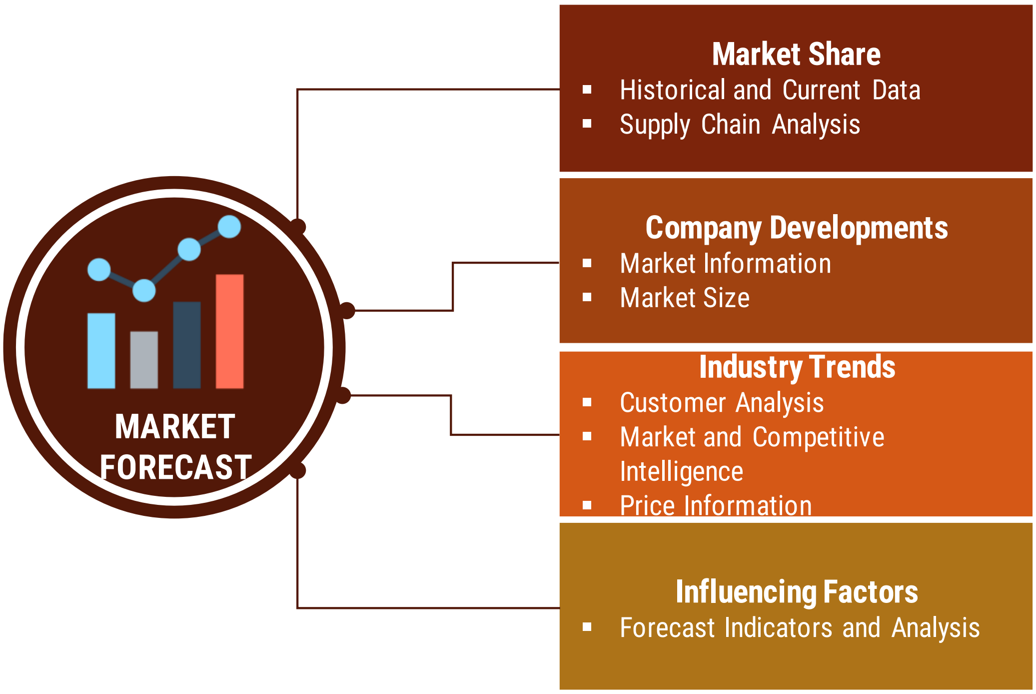
Both, top-down and bottom-up approaches were used to estimate and validate the size of the market and to estimate the size of various other dependent submarkets of the overall luxury wines & spirits market. The key players in the market were identified through secondary research and their market contributions in the respective geographies were determined through primary and secondary research. This entire procedure included the study of the annual and financial reports of top market players and extensive interviews for key insights with industry leaders such as CEOs, VPs, directors, and marketing executives. All percentage shares, splits, and breakdowns were determined using secondary sources and verified through primary sources. All the possible parameters that affect the market have been covered in this research study have been accounted for, viewed in extensive detail, verified through primary research, and analyzed to get the final quantitative and qualitative data. This data has been consolidated and added with detailed inputs and analysis from market research future and has been presented in this report. The following figure shows an illustrative representation of the overall market size estimation process employed for this study.

FIGURE 8 TOP-DOWN & BOTTOM-UP APPROACHES



Source: MRFR Analysis

3.5 Forecast Model



Source: MRFR Analysis

Market Dynamics

CHAPTER

4

4.1 Introduction

The global luxury wines and spirits market is expected to witness substantial growth during the forecast period. Rapid growth in the number of high net worth individuals (HNWIs), rising disposable income of consumers, and growing luxury travel industry are boosting the market growth. However, the implementation of stringent regulations by the government and drifting preferences of consumers towards non-alcoholic beverages are the main determinants that are hampering the growth of the market. The market players are anticipated to witness several growth opportunities in the market due to the adoption of growth strategies such as mergers & acquisitions, collaborations, joint-ventures, and product launch among others.

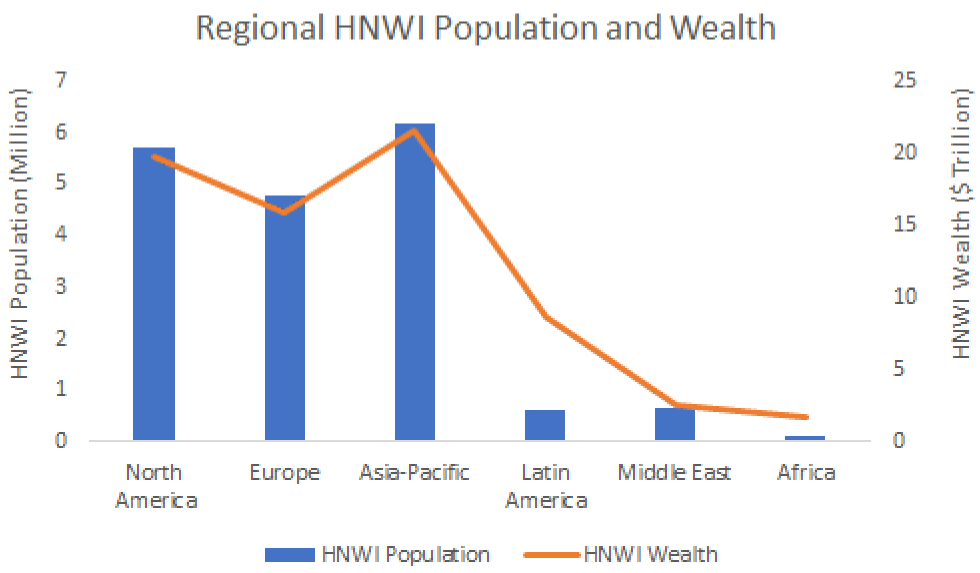
FIGURE 9 MARKET DYNAMICS OVERVIEW

Source: MRFR Analysis

4.2 Drivers

4.2.1 Rise in Number of High Net Worth Individuals

Luxury wines and spirits are products that are witnessing a surging demand among the High Net Worth Individuals (HNWIs) and the affluent consumers. The individuals with a total net worth of more than USD 1 million are categorized as HNWIs, whereas, those having a net worth between USD 500,000 – USD 1 million. The HNWIs population is projecting a notable growth rate each year. In 2017, the global HNWIs population grew nearly by 9.5% and reached a mark of approximately 18.1 million individuals. Asia-Pacific recorded a HNWI population of approximately 6.2 million individuals and stood above the rest of the regions in the world. North America and Europe recorded a HNWI population of 5.7 million and 4.8 million in the year 2017. The rapidly growing number of HNWIs population is driving the growth of luxury wines & spirits market and is expected to continue to do so.



Source: World Bank

4.2.2 Growth of Luxury Travel Industry

The luxury travel is a proliferating industry. The growth in luxury travel is fueling the market growth of luxury wines and spirits due to the consumption of luxury wines and spirits in luxury aircrafts, ships, and hotels. In addition, the growing gifting culture while travelling is also catalyzing the market growth. In Chinese culture 'Guanxi' is a term for establishing and maintaining relationships, which is mainly done by exchanging gifts. Thus, HNWIs millennials in China prefer gifting luxury wines and perceive it as a symbol of status. The luxury travel industry experienced a significant growth in 2017 as compared to 2016. North America, Europe, and Asia-Pacific recorded impressive growth statistics in the luxury travel industry due to the strong growth in the US, Japan, and UK market.

4.2.3 Rise in Per Capita Disposable Income

The rising per capita disposable income of people in developing regions, especially Asia-Pacific is boosting the demand of luxury wines and spirits in the regional markets. The standard of living of people is improving due to their rising disposable income, which is propelling them to opt for luxury products as a symbol of status. The rising living standard of consumers is increasing their aspiration to consume luxury products such as luxury food, wines, and spirits. This has also influenced the consumers decision to dine in fine restaurants where luxury beverages such as wines and spirits are a top menu-choice.

4.3 Restraints

4.3.1 Drifting Consumer Preference Towards Non-Alcoholic Beverages

A crucial restraining factor that is restricting the growth of luxury wines and spirits market is the drifting consumer preference towards non-alcoholic beverages. The rising awareness regarding the adverse effects of alcohol consumption among the global populace is propelling the consumers to opt for non-alcoholic beverages over alcoholic beverages such as wines, beers, spirits, and others. The retail sale of non-alcoholic fermented beverages has been witnessing an impressive growth in the recent years in the US. For instance, in 2017, the US retail sales of kombucha increased by 37.4%. Such statistics are expected to hinder the growth of luxury wines and spirits market during the forecast period.

4.3.2 Stringent Government Policies

The distribution and sale of alcoholic beverages such as luxury wines, spirits, and beer is restricted or regulated under strict government regulations. The stringent regulations imposed by the governments regarding the inspection, production, and certification of imported and exported luxury wines and spirits are hampering the growth of luxury wines and spirits market across the globe. Thus, the market players offer their products in specific markets only, leading to the selective distribution of these products. This limits the availability of these luxury products to a mass consumer base and thus hinders the market growth. Europe has a set of strict regulations that regulate the distribution of wines, whereas the wine laws in the US are more flexible.

4.4 Opportunities

4.4.1 Differentiation Through Packaging, Digitization, and Branding

The market players are expected to witness several lucrative opportunities in the global luxury wines and spirits market through differentiating their packaging style, branding approach, and digitization. By adopting tamper-resistant and tamper-evident innovations while product packaging, market players can avoid unauthorized refills and combat counterfeit products. This helps the vendors in maintaining their luxury brand image and thus, gain an opportunity in maintaining their customer base. Digitization is anticipated to drive the beverage industry as it has an impact on the complete value chain of the industry. Digitalization can create profitable opportunities for the market players by connecting them with digitally empowered customers, transforming the value chain, and tackle issues in real-time.

Branding is a vital parameter in a luxury product market. Market players are focusing on differentiating their brand image from their competitors by adopting experiential luxury model instead of the traditional conspicuous consumption model. This is expected to offer several opportunities to the market players as they are creating value through experiences and cleverly crafted narratives for their products. For instance, Baccarat and Bulgari are exploiting new business opportunities by venturing into the experiential luxury market and opening hotels in Bali, London, Milan, and New York.

4.4.2 Adoption of Growth Strategies

Collaborations, partnerships, joint-ventures, product innovation, mergers & acquisitions are among the top growth strategies that are being adopted by certain market players active in the luxury wines and spirits market. These strategies have paved the way for market players to expand their business presence and diversify their product portfolio. For instance, Bacardi & Company Limited acquired Patrón in 2018. This acquisition rendered lucrative opportunities to Bacardi & Company Limited in the US market and increased their revenue in the US market. Similarly, the adoption of such growth strategies by other market players is expected to offer profitable opportunities to the vendors during the upcoming years.

4.5 Challenges

4.5.1 Maintaining Brand Prestige and Authenticity

Consumers opt for luxury products offered by brands that are authentic and have earned a prestige label. Luxury wines and spirits are recognized by these two main symbolic characteristics that must be fulfilled by luxury brands to retain their customers and attract new ones. Thus, the major challenge faced by the market players is to maintain their brand prestige and product authenticity. Few market players focus on their prestige label and fail to deliver an authentic product. Whereas, few others focus on the authenticity of their product and fail to deliver a prestige value. Thus, the market players must tackle this challenge to gain a higher competitive edge in the global luxury wines and spirits market.

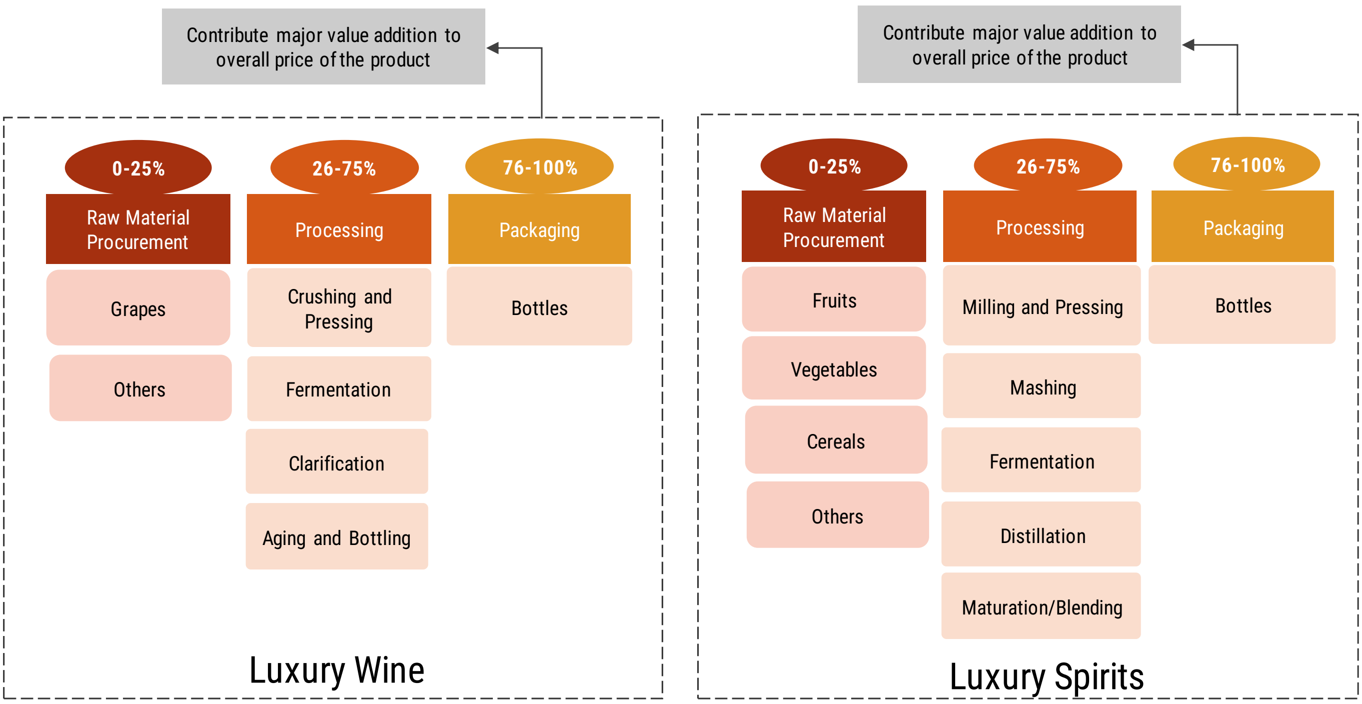
Market Factor Analysis

CHAPTER 5

5.1 Value Chain Analysis

The value chain analysis is a strategic tool used to analyse the internal activities of firms. Its goal is to recognize which activities are the most valuable—the source of cost or differentiation advantage—to the firm and which ones could be improved to provide a competitive advantage. By looking into the internal activities, the analysis reveals where a firm's competitive advantages or disadvantages lie. The firm that competes through a differentiation advantage would try to perform better than its competitors. If it competes through cost advantage, it would try to carry out its internal activities at lower costs than the competitors. When a company can produce goods at lower costs than the market price or of providing superior products, it earns profits. The value chain analysis helps firms divide their various business activities into primary and support activities and analyze them, keeping in mind their contribution toward value creation to the final product. To this end, the inputs consumed by the activity and output generated are studied so as to decrease costs and increase differentiation.

FIGURE 10 VALUE CHAIN ANALYSIS: GLOBAL LUXURY WINES & SPIRITS MARKET



Source: MRFR Analysis

5.1.1 Raw Material Procurement

The main raw materials used in luxury wine production are grapes, water, and yeast. The producers of luxury wines usually enter into partnerships or contractual agreements with their suppliers/farmers to ensure a continuous supply of raw materials. The variety of grapes and yeast strains varies depending upon the type of wine to be prepared. Red wine is prepared by fermenting the skin of black or red grapes. However, white wine is prepared by fermenting the juice of crushed grapes.

The main raw materials used in spirits production are fruits/cereals/vegetables, water, and yeast. The producers of spirits usually enter into partnerships or contractual agreements with their suppliers/farmers to ensure a continuous supply of raw materials. The type of fruits/vegetables/cereals and yeast strains varies depending upon the type of spirit to be prepared. Grapes, apples, and peaches are mainly used to prepare brandy. Sugarcane, sugar beets, Agave tequilana are mainly used to prepare rum. Corn, rye, rice, barley, are used for whiskey. Potatoes are also used for preparing distilled spirits.

This process delivers nearly 0-25% value to the product.

5.1.2 Processing

Once all the raw materials are procured for preparing luxury wines, the grapes are crushed and pressed to extract the juice. Initially, the grapes were pressed manually by feet. However, nowadays mechanical presses are being used by the producers of wine. For white wine, the grapes are quickly crushed and pressed to separate the skin and juice. Whereas, in red wine the juice and skin are left together to acquire flavor, color, and additional tannins. Once the grapes are crushed and pressed they are added into fermentation tanks with specific yeast strain to initiate the fermentation process. The fermented mixture is then sorted to remove the solids such as dead yeast cells, tannins, and proteins. This process is called clarification. The final clear liquid is then left in bottles, stainless steel tanks, or oak barrels to age/mature. However, certain wine producers bottle the wine immediately after clarification.

Once all the raw materials are procured for preparing spirits, the fruits/vegetable/cereals undergo milling and pressing to extract the juice, starch, and sugar. Fruits are generally crushed and pressed; cereal grains are milled; and sugarcane undergoes both milling and pressing. The milled, crushed, and pressed raw material are transferred into a mash tun where they are mashed and mixed properly. This mixture is then added into fermentation tanks with specific yeast strain to initiate the fermentation process. The fermented mixture is then separated to obtain the distilled spirit, based on the boiling point. This process is called distillation. The final distilled liquid is then left for maturation or blending. Vodka, gins, some rums and brandies are not aged. However, whiskeys and most of the rums and brandies are aged.

The value of this segment lies in between 26-75 % of the total value chain.

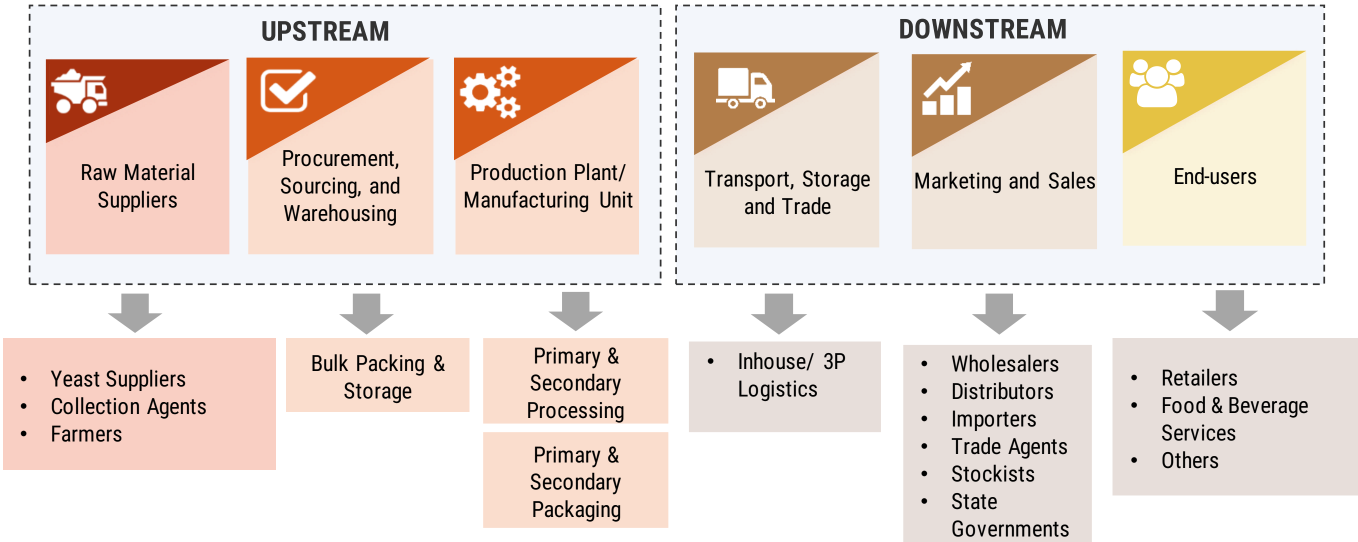
5.1.3 Packaging

Packaging is a crucial step in the value chain of any product. To maintain the quality of luxury wines and spirits, it is essential to pack the luxury wines & spirits in an appropriate packaging material. Luxury wines & spirits are mainly packed in bottles. The packaging also preserves the taste and aroma of the product. Luxury wines undergo luxury packaging which imparts several attributes such as pack interaction, olfactive, haptic, tactile, satin ribbon closures, contrast finishes, heritage, and quality control among others. The value of this segment is nearly between 76-100%.

5.2 Supply Chain Analysis

The supply chain includes the activities and players involved in the production and distribution of a commodity, right from the procurement of raw materials to the final delivery of the product to end users. It is a system of managing the flow of goods and services from the point of origin to the point of consumption. It is an integrated method of transforming resources, raw materials, and components into the final product ready to be delivered to the end customer.

FIGURE 11 SUPPLY CHAIN ANALYSIS: GLOBAL LUXURY WINES & SPIRITS MARKET



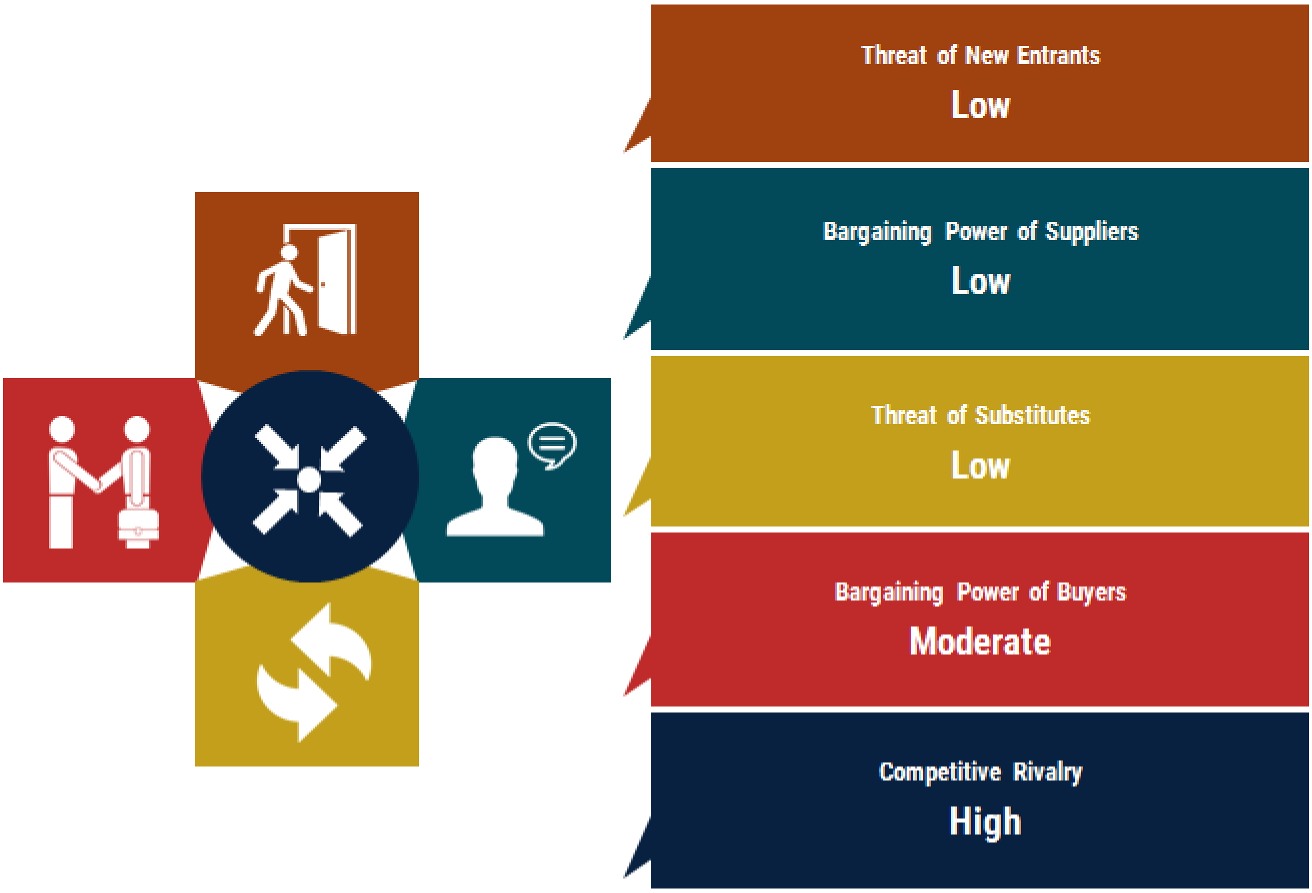
Source: MRFR Analysis

The above diagram depicts the various stages involved in the distribution of luxury wines & spirits. The raw materials used in the production of luxury wines & spirits, viz. fruits, vegetables, cereals, yeast are collected from farmers and respective suppliers. The collected raw materials are transported to the manufacturing facility of the manufacturers where they are tested for quality and undergo various processes. The final product is packed, labeled, and stored in the warehouse. It is then transported to the local market or exported to international markets. There are various intermediaries involved in the supply chain of the global luxury wines & spirits market that may source fruits, vegetables, cereals from farmers/suppliers and provide them to the manufacturers of luxury wines & spirits. Intermediaries may also be involved in providing the finished product to the dealer, wholesaler, importers, trade agents, distributor, or retailer. The products are finally made available to consumers through wholesalers and retailers. In the US, spirits and wine manufacturers are prohibited from selling their products directly to the end customers. Thus, distributors and state governments play a crucial role in the supply chain of luxury wines and spirits.

5.3 Porter's Five Forces Analysis

Michael Porter's Five Forces model offers a framework to study the global luxury wines & spirits market. Strategic business managers, trying to gain an edge over competitive firms in the global luxury wines & spirits market, can utilize this model to comprehend better the industry in which the company operates. The components of each of the forces and the degree or impact of each component in the context of the global luxury wines & spirits market have been broken down and analyzed.

FIGURE 12 PORTER'S FIVE FORCES ANALYSIS OF THE GLOBAL LUXURY WINES & SPIRITS MARKET



Source: MRFR Analysis

5.3.1 Threat of New Entrants

Though the global luxury wines and spirits market is a lucrative market, it has several entry barriers that are restricting the entry of new entrants in the market. The production of luxury wines and spirits requires high investment and the time required to commercialize the product after sufficient aging is also long. Thus, it takes time and huge capital to establish a place in the global market. In addition, production and commercialization of luxury wines and spirits requires licensing from regulatory authorities which is also creating barriers for the new entrants. Moreover, the stiff competition among the existing market players has also restricted the entry of nouveau players in the global luxury wines and spirits market.

Hence, the threat of new entrants in the global luxury wines & spirits market is expected to be low.

5.3.2 Threat of Substitutes

Luxury wines and spirits are alcoholic beverages that are categorized under the luxury products category. In the current market scenario, there are no substitutes available in the market that can act as an alternative to luxury wines and spirits. This offers a low threat of substitute to the luxury wines and spirits in the global market.

Hence, the threat of substitutes in the global Luxury Wines & Spirits market is expected to be low.

5.3.3 Bargaining Power of Buyers

Luxury wines and spirits are luxury products that are consumed by a specific group of customers. They undergo value addition in terms of quality, packaging, taste, shelf-life, and others. Market players focus on adding value to the final product which raises the product cost and thus becomes a luxury for the general population. This offers a low bargaining power to the buyers. However, the presence of several market players in the global luxury wines and spirits market offers a variety of options for the customers to choose from. This lowers the switching cost and thus provides a high bargaining power to the buyers. Taking into consideration all the aforementioned determinants the bargaining power of buyers is moderate in the global luxury wines and spirits market.

Hence, the bargaining power of buyers in the global luxury wines & spirits market is expected to be moderate.

5.3.4 Bargaining Power of Suppliers

The major raw material of luxury wines & spirits is grapes, as wine accounts for nearly 70% of the global market. The other major raw materials required to produce luxury wines and spirits are fruits, vegetables, cereal grains, and yeast. Market players procure these raw materials from farmers and yeast suppliers. However, a majority of the players have their own vineyards and thus do not rely on farmers for their raw material needs. This offers a low bargaining power to the suppliers.

Hence, the bargaining power of suppliers in the global luxury wines & spirits market is expected to be low.

5.3.5 Competitive Rivalry

The global luxury wines & spirits market is fragmented with the presence of several regional and global vendors. There is a high level of competition among market players. The market players are competing against each other based on product quality, price, packaging, and product innovation. Even though the global luxury wines and spirits market is a lucrative market, the market players have a limited customer base. Thus, the market players compete against each other to attract customers from the limited customer base.

Hence, the competitive rivalry in the global luxury wines & spirits market is expected to be high.

Global Luxury Wines & Spirits Market, By Type

CHAPTER 6

6.1 Overview

6.1.1 Wine

Wine is a fermented alcoholic beverage. It is prepared using grapes and yeast strain. The main varieties of wine are red wine, white wine, and rosé wine. The health benefits offered by red wine are the main determinants driving the growth of the segment. Changing lifestyles and rising per capita disposable income are also leading to the growth of the wine segment. China, India, and Australia are emerging as prominent wine producing and consuming nations in Asia-Pacific.

6.1.2 Whisky

Whiskey is a distilled alcoholic beverage that is produced using grains such as barley, rye, corn, and wheat. Different grains are used for producing different varieties of whisky by malting and fermenting the grains. It is an affordable luxury product that is undergoing product innovation by the market players to introduce more luxury and super premium whiskey products. Moreover, producers of whiskey are focusing on providing organic whiskey with no artificial colours added. Whiskey segment is growing in Asia-Pacific due to the surging demand among the Indian consumers. Whiskey has undergone an image makeover which has increased its sale among the growing millennial population entering the legal drinking age. According to the Australian Trade and Investment Commission, nearly 19 million new consumers in India enter the legal drinking age every year.

6.1.3 Rum

Rum is a distilled alcoholic beverage that is produced using sugarcane by-products such as molasses or sugarcane juice. These by-products undergo fermentation, distillation, and aging to produce a fine rum. There are different kinds of rum available in the market such as light, gold, dark, spiced, and flavoured rums. The longer the rum is left top age it gains more colour and flavour. The sweet taste of rum makes it a suitable mixer and is thus added to various cocktail drinks. Apart from the Caribbean, the other major rum producing regions or countries include Australia, India, Madagascar, Mauritius, New Zealand, Philippines, Réunion, South Africa, South & Central America. The increasing penetration of rum in liquor shops and bars is one of the major determinants that fuelling the segments growth.

6.1.4 Brandy

Brandy is a distilled wine that contains 35-60% alcohol by volume. It is mainly consumed as an after-dinner digestif. Based on the age, brandy is categorized into very special (V.S.), very superior old pale (V.S.O.P.), extra old (X.O.), and vintage (Hors d'age). A properly aged brandy has an attractive amber colour which can be replicated in unaged brandy by adding soluble food colouring agents such as caramel colour. The quality of brandy mainly depends upon the length of aging and the type of barrel used for aging. Brandy offers various health benefits such as its anti-inflammatory properties due to its strong alcoholic content, high-amount of antioxidants that reduce the amount of cholesterol in the body, and others. These benefits are driving the segments growth in the global luxury wine and spirits market.

6.1.5 Vodka

Vodka is a distilled alcoholic beverage that contains water, ethanol, and sometimes flavouring agents also. The main raw materials used to produce vodka through distillation are cereal grains, potatoes, fruits, and even sugar. Vodka had been witnessing a decline in its growth trend during the recent past. However, the segment is now experiencing growth in the global market due to the entrance of new market players in the market and rising focus of vendors on the product quality.

6.1.6 Gin

Gin is a spirit that is produced from juniper berries that render it its distinct flavour. Earlier gin was used as an herbal medicine, but its increasing demand propelled the manufacturers of gin to commercialize it the global market. Consumption of gin in moderation has several benefits including improved blood circulation to help stop water retention as it contains flavonoids. The rising demand of gin, especially in the European market is mainly due to the growing interest of people in the origin of gin and the botanicals (ingredients) used to produce gin. Moreover, the customers are inclining towards lesser known UK brands of gin, which is increasing the competition among the gin producers.

6.1.7 Tequila

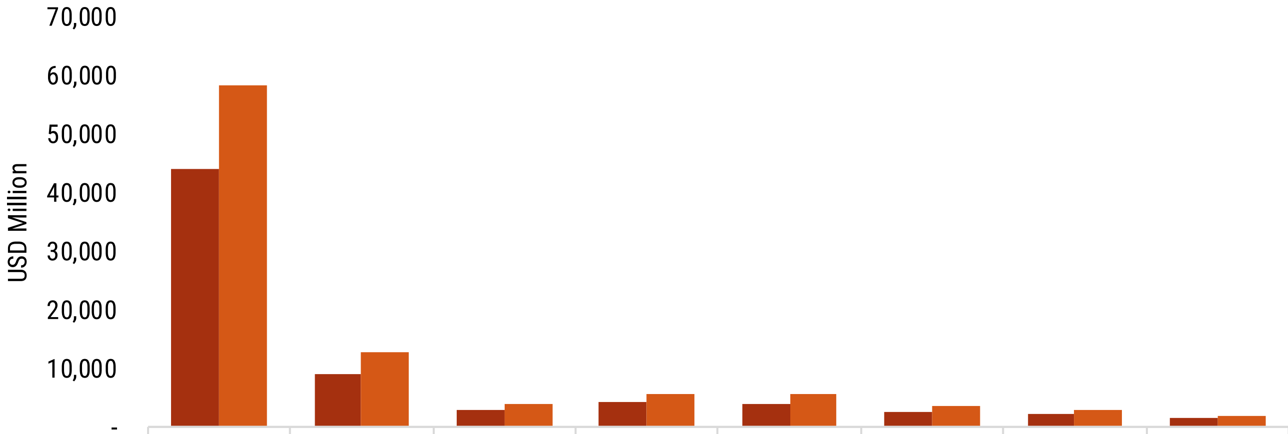
Tequila is a regional distilled alcoholic beverage produced using blue agave plant. It is a drink that can easily express the nuances of its raw materials as compared to other spirits available in the market. There are two major categories of tequila available in the market- '100% agave' and 'Mixtos'. The term tequila is a protected term and can only be used on product labels that are produced in specific areas of Mexico and contain at least 51% of agave. The segment is witnessing growth in the global market due to the surging demand of tequila among the millennials. In addition, the drink is also evolving from being consumed as a mix in cocktails to being consumed neat. Moreover, the market players are focusing on mergers & acquisitions to gain a higher edge in the competitive market. For instance, in 2018, Bacardi Ltd. acquired Patrón Spirits. However, the segment growth is being restricted owing to the limited availability of blue agave plant and its rising prices.

6.1.8 Others

The others segment mainly includes luxury spirits that include apéritif and liqueurs. Apéritif is an alcoholic beverage that is usually consumed prior to a meal to stimulate the appetite. These drinks are mainly dry rather than being sweet. Vermouth, champagne, pastis, rakı, fino, amontillado or other styles of dry sherry are mainly considered as aperitif. The apéritif segment is growing due to its surging demand among the young consumers as it contains low alcohol content. Such drinks are considered as lower-strength spirits and thus are gaining demand across the globe.

Liqueurs is a flavoured alcoholic drink. It is produced by combining fruit, herbs, spices, flowers, nuts or cream with distilled spirit. These beverages are heavily sweetened and un-aged beyond a resting period during production, when necessary, for their flavours to mingle. Liqueurs are also known as cordials or schnapps in certain parts of the US and Canada. However, the terms refer to different beverages elsewhere.

FIGURE 13 GLOBAL LUXURY WINES & SPIRITS MARKET, BY TYPE 2017 & 2023 (USD MILLION)



	Wine	Whisky	Rum	Brandy	Vodka	Gin	Tequila	Others
2017	43,926.4	8,810.2	2,744.1	4,066.51	3,753.62	2,408.35	2,002.65	1,313.88
2023	58,258.5	12,670.5	3,916.7	5,414.4	5,328.09	3,339.57	2,803.35	1,818.92

Source: MRFR Analysis, Secondary Research

TABLE 13 GLOBAL LUXURY WINES AND SPIRITS (WINE) MARKET, BY REGION, 2013-2018 (USD MILLION)

Region	2013	2014	2015	2016	2017	2018
North America	9,121.6	9,530.8	9,937.7	10,362.4	10,795.7	11,260.1
Europe	9,958.9	10,386.8	10,811.2	11,253.9	11,716.0	12,212.2
Asia Pacific	13,810.9	14,533.3	15,262.4	16,029.5	16,836.7	17,706.4
Rest of the World	3,445.1	3,708.2	3,980.3	4,269.9	4,578.0	4,911.3
Total	36,336.6	38,159.2	39,991.6	41,915.8	43,926.4	46,090.1

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 14 GLOBAL LUXURY WINES AND SPIRITS (WINE) MARKET, BY REGION, 2019-2023 (USD MILLION)

Region	2019	2020	2021	2022	2023	CAGR % (2018-2023)
North America	11,681.0	12,116.8	12,567.9	13,034.8	13,518.0	3.72%
Europe	12,608.7	13,017.3	13,438.5	13,872.5	14,319.6	3.24%
Asia Pacific	18,814.9	19,992.1	21,242.1	22,569.4	23,978.7	6.25%
Rest of the World	5,200.3	5,498.1	5,804.5	6,119.3	6,442.2	5.58%
Total	48,304.9	50,624.3	53,052.9	55,595.9	58,258.5	4.80%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Global luxury wines and spirits (Wine) market is projected to witness a CAGR of 4.80% and it is projected to reach USD 58,258.5 Million during the forecast period 2018-2023. Asia-Pacific region is anticipated to account for the maximum market proportion in the global luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach USD 23,978.7 Million by the end of 2023. However, Rest of the World region is projected to register the substantial growth rate (5.58%) during the forecast period 2018-2023.

TABLE 15 GLOBAL LUXURY WINES AND SPIRITS (WINE) MARKET, BY REGION, 2013-2018 (HECTOLITRES)

Region	2013	2014	2015	2016	2017	2018
North America	11,417.7	11,774.9	12,117.9	12,461.4	12,809.5	13,189.1
Europe	12,620.1	12,991.3	13,346.2	13,701.0	14,080.5	14,502.8
Asia Pacific	16,717.2	17,362.9	17,996.9	18,686.5	19,394.8	20,134.9
Rest of the World	4,129.1	4,386.6	4,647.3	4,916.6	5,206.3	5,521.9
Total	44,884.1	46,515.6	48,108.3	49,765.5	51,491.1	53,348.6

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 16 GLOBAL LUXURY WINES AND SPIRITS (WINE) MARKET, BY REGION, 2019-2023 (HECTOLITRES)

Region	2019	2020	2021	2022	2023	CAGR % (2018-2023)
North America	13,493.1	13,799.2	14,127.8	14,457.5	14,801.1	2.33%
Europe	14,788.8	15,072.2	15,352.5	15,629.5	15,918.4	1.88%
Asia Pacific	21,110.4	22,143.4	23,214.5	24,336.5	25,499.1	4.84%
Rest of the World	5,788.9	6,059.8	6,327.9	6,598.5	6,864.3	4.45%
Total	55,181.3	57,074.5	59,022.7	61,022.0	63,082.9	3.41%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Global luxury wines and spirits (Wine) market is projected to witness a CAGR of 3.41% and it is projected to reach to 63,082.9 Hectoliters during the forecast period 2018-2023. Asia-Pacific segment is anticipated to account for the maximum market proportion in the global luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 25,499.1 Hectoliters by the end of 2023. However, Rest of the World region is projected to register the substantial growth rate (4.45%) during the forecast period 2018-2023.

TABLE 17 GLOBAL LUXURY WINES AND SPIRITS (WHISKY) MARKET, BY REGION, 2013-2018 (USD MILLION)

Region	2013	2014	2015	2016	2017	2018
North America	1,539.6	1,624.9	1,711.5	1,802.9	1,913.2	2,032.8
Europe	1,907.5	1,999.5	2,091.6	2,188.0	2,289.1	2,397.8
Asia Pacific	2,965.8	3,126.5	3,289.2	3,460.8	3,641.6	3,836.6
Rest of the World	723.4	779.6	837.9	900.0	966.2	1,037.9
Total	7,136.3	7,530.6	7,930.3	8,351.8	8,810.2	9,305.1

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 18 GLOBAL LUXURY WINES AND SPIRITS (WHISKY) MARKET, BY REGION, 2019-2023 (USD MILLION)

Region	2019	2020	2021	2022	2023	CAGR % (2018-2023)
North America	2,147.1	2,267.7	2,395.1	2,529.6	2,671.7	5.62%
Europe	2,513.0	2,633.7	2,760.2	2,892.8	3,031.7	4.80%
Asia Pacific	4,123.6	4,432.1	4,763.6	5,120.0	5,503.0	7.48%
Rest of the World	1,115.0	1,196.0	1,281.2	1,370.5	1,464.1	7.12%
Total	9,898.6	10,529.5	11,200.1	11,912.9	12,670.5	6.37%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Global luxury wines and spirits (Whisky) market is projected to witness a CAGR of 6.37% and it is projected to reach USD 12,670.5 Million during the forecast period 2018-2023. Asia-Pacific region is anticipated to account for the maximum market proportion in the global luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 5,503.0 Million by the end of 2023. However, Rest of the World region is projected to register the substantial growth rate (7.12%) during the forecast period 2018-2023.

TABLE 19 GLOBAL LUXURY WINES AND SPIRITS (WHISKY) MARKET, BY REGION, 2013-2018 (HECTOLITRES)

Region	2013	2014	2015	2016	2017	2018
North America	1,927.1	2,007.5	2,087.0	2,168.1	2,270.1	2,381.1
Europe	2,417.2	2,500.8	2,582.0	2,663.8	2,751.1	2,847.5
Asia Pacific	3,589.9	3,735.2	3,878.6	4,034.4	4,194.9	4,362.8
Rest of the World	867.0	922.3	978.3	1,036.4	1,098.8	1,166.9
Total	8,801.3	9,165.9	9,525.9	9,902.7	10,314.9	10,758.3

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 20 GLOBAL LUXURY WINES AND SPIRITS (WHISKY) MARKET, BY REGION, 2019-2023 (HECTOLITRES)

Region	2019	2020	2021	2022	2023	CAGR % (2018-2023)
North America	2,480.1	2,582.6	2,692.4	2,805.7	2,925.3	4.20%
Europe	2,947.5	3,049.4	3,153.3	3,259.2	3,370.2	3.43%
Asia Pacific	4,626.7	4,909.0	5,205.9	5,520.8	5,851.9	6.05%
Rest of the World	1,241.1	1,318.2	1,396.7	1,477.8	1,560.0	5.98%
Total	11,295.5	11,859.2	12,448.3	13,063.5	13,707.4	4.96%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Global luxury wines and spirits (Whisky) market is projected to witness a CAGR of 4.96% and it is projected to reach to 13,707.4 Hectoliters during the forecast period 2018-2023. Asia-Pacific segment is anticipated to account for the maximum market proportion in the global luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 5,851.9

Hectoliters by the end of 2023. However, Rest of the World region is projected to register the substantial growth rate (5.98%) during the forecast period 2018-2023.

TABLE 21 GLOBAL LUXURY WINES AND SPIRITS (RUM) MARKET, BY REGION, 2013-2018 (USD MILLION)

Region	2013	2014	2015	2016	2017	2018
North America	467.1	493.5	520.3	548.7	577.2	608.0
Europe	531.7	557.6	583.6	610.9	639.5	670.2
Asia Pacific	953.2	1,006.6	1,060.9	1,118.2	1,178.6	1,243.9
Rest of the World	260.4	280.8	302.0	324.6	348.7	374.9
Total	2,212.4	2,338.6	2,466.9	2,602.4	2,744.1	2,897.1

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 22 GLOBAL LUXURY WINES AND SPIRITS (RUM) MARKET, BY REGION, 2019-2023 (USD MILLION)

Region	2019	2020	2021	2022	2023	CAGR % (2018-2023)
North America	639.6	672.8	707.7	744.4	783.1	5.19%
Europe	700.3	731.7	764.5	798.8	834.6	4.48%
Asia Pacific	1,335.6	1,434.0	1,539.7	1,653.3	1,775.2	7.37%
Rest of the World	402.0	430.4	460.1	491.3	523.8	6.92%
Total	3,077.4	3,268.8	3,472.0	3,687.7	3,916.7	6.22%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Global luxury wines and spirits (Rum) market is projected to witness a CAGR of 6.22% and it is projected to reach USD 3,916.7 Million during the forecast period 2018-2023. Asia-Pacific region is anticipated to account for the maximum market proportion in the global luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 1,775.2 Million by the end of 2023. However, Rest of the World region is projected to register the substantial growth rate (6.92%) during the forecast period 2018-2023.

TABLE 23 GLOBAL LUXURY WINES AND SPIRITS (RUM) MARKET, BY REGION, 2013-2018 (HECTOLITRES)

Region	2013	2014	2015	2016	2017	2018
North America	584.7	609.7	634.5	659.8	684.9	712.2
Europe	673.8	697.5	720.5	743.7	768.5	795.9
Asia Pacific	1,153.8	1,202.6	1,250.9	1,303.5	1,357.7	1,414.5
Rest of the World	312.1	332.2	352.6	373.8	396.6	421.5
Total	2,724.3	2,842.0	2,958.6	3,080.9	3,207.8	3,344.1

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 24 GLOBAL LUXURY WINES AND SPIRITS (RUM) MARKET, BY REGION, 2019-2023 (HECTOLITRES)

Region	2019	2020	2021	2022	2023	CAGR % (2018-2023)
North America	738.8	766.2	795.6	825.7	857.4	3.78%
Europe	821.3	847.2	873.3	899.9	927.8	3.11%
Asia Pacific	1,498.5	1,588.3	1,682.7	1,782.7	1,887.8	5.94%
Rest of the World	447.4	474.3	501.6	529.8	558.2	5.78%
Total	3,506.1	3,676.0	3,853.2	4,038.1	4,231.1	4.82%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Global luxury wines and spirits (Rum) market is projected to witness a CAGR of 4.82% and it is projected to reach to 4,231.1 Hectoliters during the forecast period 2018-2023. Asia-Pacific segment is anticipated to account for the maximum market proportion in the global luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 1,887.8 Hectoliters by the end of 2023. However, Rest of the World region is projected to register the substantial growth rate (5.78%) during the forecast period 2018-2023.

TABLE 25 GLOBAL LUXURY WINES AND SPIRITS (BRANDY) MARKET, BY REGION, 2013-2018 (USD MILLION)

Region	2013	2014	2015	2016	2017	2018
North America	841.6	872.3	902.4	933.7	964.2	997.0
Europe	978.9	1,018.5	1,057.5	1,098.3	1,140.7	1,186.3
Asia Pacific	1,277.8	1,343.4	1,409.5	1,479.0	1,552.1	1,630.8
Rest of the World	309.0	332.3	356.5	382.2	409.5	439.1
Total	3,407.3	3,566.6	3,726.0	3,893.1	4,066.5	4,253.2

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 26 GLOBAL LUXURY WINES AND SPIRITS (BRANDY) MARKET, BY REGION, 2019-2023 (USD MILLION)

Region	2019	2020	2021	2022	2023	CAGR % (2018-2023)
North America	1,036.5	1,077.7	1,120.4	1,164.8	1,211.0	3.97%
Europe	1,227.5	1,270.0	1,314.0	1,359.5	1,406.6	3.46%
Asia Pacific	1,734.0	1,843.8	1,960.6	2,084.7	2,216.6	6.33%
Rest of the World	465.5	492.9	521.1	550.2	580.1	5.73%
Total	4,463.6	4,684.4	4,916.1	5,159.2	5,414.4	4.95%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Global luxury wines and spirits (Brandy) market is projected to witness a CAGR of 4.95% and it is projected to reach USD 5,414.4 Million during the forecast period 2018-2023. Asia-Pacific region is anticipated to account for the maximum market proportion in the global luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 2,216.6 Million by the end of 2023. However, Rest of the World region is projected to register the substantial growth rate (5.73%) during the forecast period 2018-2023.

TABLE 27 GLOBAL LUXURY WINES AND SPIRITS (BRANDY) MARKET, BY REGION, 2013-2018 (HECTOLITRES)

Region	2013	2014	2015	2016	2017	2018
North America	1,053.4	1,077.7	1,100.4	1,122.8	1,144.0	1,167.8
Europe	1,240.5	1,273.8	1,305.5	1,337.1	1,370.9	1,408.9
Asia Pacific	1,546.7	1,605.0	1,662.0	1,724.2	1,787.9	1,854.4
Rest of the World	370.3	393.2	416.3	440.1	465.7	493.7
Total	4,210.9	4,349.7	4,484.2	4,624.1	4,768.6	4,924.8

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 28 GLOBAL LUXURY WINES AND SPIRITS (BRANDY) MARKET, BY REGION, 2019-2023 (HECTOLITRES)

Region	2019	2020	2021	2022	2023	CAGR % (2018-2023)
North America	1,197.4	1,227.3	1,259.5	1,292.0	1,326.0	2.57%
Europe	1,439.7	1,470.5	1,501.1	1,531.7	1,563.7	2.11%
Asia Pacific	1,945.6	2,042.2	2,142.6	2,247.9	2,357.2	4.91%
Rest of the World	518.2	543.2	568.1	593.3	618.1	4.60%
Total	5,100.9	5,283.2	5,471.3	5,664.8	5,864.9	3.56%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Global luxury wines and spirits (Brandy) market is projected to witness a CAGR of 3.56% and it is projected to reach to 5,864.9 Hectoliters during the forecast period 2018-2023. Asia-Pacific segment is anticipated to account for the maximum market proportion in the global luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 2,357.2 Hectoliters by the end of 2023. However, Rest of the World region is projected to register the substantial growth rate (4.60%) during the forecast period 2018-2023.

TABLE 29 GLOBAL LUXURY WINES AND SPIRITS (VODKA) MARKET, BY REGION, 2013-2018 (USD MILLION)

Region	2013	2014	2015	2016	2017	2018
North America	668.2	705.5	743.4	783.4	824.8	869.5
Europe	866.4	909.6	953.0	998.3	1,045.7	1,096.6
Asia Pacific	1,193.6	1,259.6	1,326.6	1,397.3	1,471.9	1,552.4
Rest of the World	307.3	331.4	356.3	382.9	411.2	441.9
Total	3,035.5	3,206.1	3,379.2	3,561.8	3,753.6	3,960.4

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 30 GLOBAL LUXURY WINES AND SPIRITS (VODKA) MARKET, BY REGION, 2019-2023 (USD MILLION)

Region	2019	2020	2021	2022	2023	CAGR % (2018-2023)
North America	915.8	964.4	1,015.7	1,069.7	1,126.5	5.32%
Europe	1,148.8	1,203.3	1,260.5	1,320.3	1,382.9	4.75%
Asia Pacific	1,666.3	1,788.7	1,920.0	2,061.1	2,212.5	7.34%
Rest of the World	472.1	503.5	536.4	570.6	606.1	6.52%
Total	4,202.9	4,460.0	4,732.6	5,021.6	5,328.1	6.11%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Global luxury wines and spirits (Vodka) market is projected to witness a CAGR of 6.11% and it is projected to reach USD 5,328.1 Million during the forecast period 2018-2023. Asia-Pacific region is anticipated to account for the maximum market proportion in the global luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 2,212.5 Million by the end of 2023. However, Rest of the World region is projected to register the substantial growth rate (6.52%) during the forecast period 2018-2023.

TABLE 31 GLOBAL LUXURY WINES AND SPIRITS (VODKA) MARKET, BY REGION, 2013-2018 (HECTOLITRES)

Region	2013	2014	2015	2016	2017	2018
North America	836.4	871.6	906.5	942.1	978.7	1,018.5
Europe	1,097.9	1,137.7	1,176.4	1,215.4	1,256.8	1,302.3
Asia Pacific	1,444.7	1,504.8	1,564.3	1,628.9	1,695.5	1,765.3
Rest of the World	368.3	392.0	416.0	440.9	467.6	496.8
Total	3,747.4	3,906.2	4,063.2	4,227.2	4,398.6	4,582.9

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 32 GLOBAL LUXURY WINES AND SPIRITS (VODKA) MARKET, BY REGION, 2019-2023 (HECTOLITRES)

Region	2019	2020	2021	2022	2023	CAGR % (2018-2023)
North America	1,057.8	1,098.4	1,141.8	1,186.5	1,233.5	3.90%
Europe	1,347.4	1,393.3	1,440.0	1,487.5	1,537.3	3.37%
Asia Pacific	1,869.6	1,981.2	2,098.3	2,222.4	2,352.8	5.91%
Rest of the World	525.5	555.0	584.7	615.3	645.9	5.39%
Total	4,800.3	5,027.8	5,264.8	5,511.7	5,769.4	4.71%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Global luxury wines and spirits (Vodka) market is projected to witness a CAGR of 4.71% and it is projected to reach to 5,769.4 Hectoliters during the forecast period 2018-2023. Asia-Pacific segment is anticipated to account for the maximum market proportion in the global luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 2,352.8 Hectoliters by the end of 2023. However, Rest of the World region is projected to register the substantial growth rate (5.39%) during the forecast period 2018-2023.

TABLE 33 GLOBAL LUXURY WINES AND SPIRITS (GIN) MARKET, BY REGION, 2013-2018 (USD MILLION)

Region	2013	2014	2015	2016	2017	2018
North America	421.3	444.2	467.4	491.8	516.2	542.5
Europe	581.3	610.5	639.8	670.5	702.8	737.6
Asia Pacific	792.3	836.1	880.6	927.5	977.1	1,030.5
Rest of the World	157.8	170.3	183.4	197.3	212.2	228.3
Total	1,952.7	2,061.1	2,171.1	2,287.2	2,408.3	2,539.0

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 34 GLOBAL LUXURY WINES AND SPIRITS (GIN) MARKET, BY REGION, 2019-2023 (USD MILLION)

Region	2019	2020	2021	2022	2023	CAGR % (2018-2023)
North America	569.2	597.3	626.7	657.5	689.8	4.92%
Europe	767.5	798.5	830.9	864.5	899.5	4.05%
Asia Pacific	1,101.9	1,178.3	1,259.9	1,347.1	1,440.3	6.92%
Rest of the World	243.4	259.1	275.4	292.4	309.9	6.30%
Total	2,682.1	2,833.1	2,992.8	3,161.4	3,339.6	5.63%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Global luxury wines and spirits (Gin) market is projected to witness a CAGR of 5.63% and it is projected to reach USD 3,339.6 Million during the forecast period 2018-2023. Asia-Pacific region is anticipated to account for the maximum market proportion in the global luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 1,440.3 Million by the end of 2023. However, Rest of the World region is projected to register the substantial growth rate (6.30%) during the forecast period 2018-2023.

TABLE 35 GLOBAL LUXURY WINES AND SPIRITS (GIN) MARKET, BY REGION, 2013-2018 (HECTOLITRES)

Region	2013	2014	2015	2016	2017	2018
North America	527.4	548.8	569.9	591.4	612.5	635.5
Europe	736.7	763.5	789.8	816.3	844.7	876.0
Asia Pacific	959.0	998.9	1,038.4	1,081.3	1,125.5	1,171.9
Rest of the World	189.1	201.5	214.1	227.2	241.3	256.7
Total	2,412.1	2,512.7	2,612.2	2,716.3	2,824.1	2,940.0

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 36 GLOBAL LUXURY WINES AND SPIRITS (GIN) MARKET, BY REGION, 2019-2023 (HECTOLITRES)

Region	2019	2020	2021	2022	2023	CAGR % (2018-2023)
North America	657.5	680.2	704.4	729.3	755.3	3.52%
Europe	900.2	924.6	949.2	974.0	999.9	2.68%
Asia Pacific	1,236.4	1,305.0	1,376.8	1,452.5	1,531.6	5.50%
Rest of the World	271.0	285.6	300.3	315.2	330.2	5.16%
Total	3,065.0	3,195.4	3,330.7	3,471.0	3,617.1	4.23%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Global luxury wines and spirits (Gin) market is projected to witness a CAGR of 4.23% and it is projected to reach to 3,617.1 Hectoliters during the forecast period 2018-2023. Asia-Pacific segment is anticipated to account for the maximum market proportion in the global luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 1,531.6 Hectoliters by the end of 2023. However, Rest of the World region is projected to register the substantial growth rate (4.23%) during the forecast period 2018-2023.

TABLE 37 GLOBAL LUXURY WINES AND SPIRITS (TEQUILA) MARKET, BY REGION, 2013-2018 (USD MILLION)

Region	2013	2014	2015	2016	2017	2018
North America	414.3	431.1	447.7	465.0	487.4	511.6
Europe	422.7	444.6	466.7	490.0	514.5	540.9
Asia Pacific	635.8	671.7	708.2	746.7	787.4	831.3
Rest of the World	158.8	171.4	184.4	198.4	213.3	229.4
Total	1,631.6	1,718.8	1,807.1	1,900.1	2,002.7	2,113.3

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 38 GLOBAL LUXURY WINES AND SPIRITS (TEQUILA) MARKET, BY REGION, 2019-2023 (USD MILLION)

Region	2019	2020	2021	2022	2023	CAGR % (2018-2023)
North America	537.4	564.5	593.0	622.9	654.3	5.04%
Europe	564.3	588.8	614.3	640.9	668.7	4.34%
Asia Pacific	890.1	953.0	1,020.3	1,092.4	1,169.7	7.07%
Rest of the World	244.5	260.1	276.3	293.2	310.7	6.25%
Total	2,236.3	2,366.4	2,504.0	2,649.5	2,803.4	5.81%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Global luxury wines and spirits (Tequila) market is projected to witness a CAGR of 5.81% and it is projected to reach USD 2,803.4 Million during the forecast period 2018-2023. Asia-Pacific region is anticipated to account for the maximum market proportion in the global luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 1,169.7 Million by the end of 2023. However, Rest of the World region is projected to register the substantial growth rate (6.52% during the forecast period 2018-2023.

TABLE 39 GLOBAL LUXURY WINES AND SPIRITS (TEQUILA) MARKET, BY REGION, 2013-2018 (HECTOLITRES)

Region	2013	2014	2015	2016	2017	2018
North America	518.6	532.6	545.9	559.2	578.4	599.3
Europe	535.6	556.1	576.2	596.6	618.3	642.3
Asia Pacific	769.6	802.5	835.1	870.5	907.0	945.4
Rest of the World	190.3	202.7	215.4	228.4	242.6	258.0
Total	2,014.1	2,093.9	2,172.5	2,254.7	2,346.3	2,444.9

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 40 GLOBAL LUXURY WINES AND SPIRITS (TEQUILA) MARKET, BY REGION, 2019-2023 (HECTOLITRES)

Region	2019	2020	2021	2022	2023	CAGR % (2018-2023)
North America	620.8	642.9	666.6	690.9	716.4	3.64%
Europe	661.9	681.7	701.8	722.1	743.4	2.97%
Asia Pacific	998.7	1,055.5	1,115.1	1,178.0	1,243.8	5.64%
Rest of the World	272.1	286.7	301.3	316.1	331.0	5.11%
Total	2,553.5	2,666.8	2,784.7	2,907.1	3,034.6	4.42%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Global luxury wines and spirits (Tequila) market is projected to witness a CAGR of 4.42% and it is projected to reach to 3,034.6 Hectoliters during the forecast period 2018-2023. Asia-Pacific segment is anticipated to account for the maximum market proportion in the global luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 3,034.6 Hectoliters by the end of 2023. However, Rest of the World region is projected to register the substantial growth rate (5.11%) during the forecast period 2018-2023.

TABLE 41 GLOBAL LUXURY WINES AND SPIRITS (OTHERS) MARKET, BY REGION, 2013-2018 (USD MILLION)

Region	2013	2014	2015	2016	2017	2018
North America	263.2	280.0	297.1	315.4	332.0	350.0
Europe	300.4	315.8	331.3	347.5	364.6	383.0
Asia Pacific	389.4	411.8	434.6	458.7	484.2	511.8
Rest of the World	99.0	106.8	115.0	123.7	133.0	143.1
Total	1,051.9	1,114.3	1,178.0	1,245.3	1,313.9	1,387.9

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 42 GLOBAL LUXURY WINES AND SPIRITS (OTHERS) MARKET, BY REGION, 2019-2023 (USD MILLION)

Region	2019	2020	2021	2022	2023	CAGR % (2018-2023)
North America	366.6	383.9	402.1	421.1	441.1	4.73%
Europe	399.0	415.6	432.9	450.9	469.6	4.16%
Asia Pacific	547.1	584.8	625.2	668.3	714.4	6.90%
Rest of the World	152.5	162.2	172.4	183.0	193.9	6.27%
Total	1,465.1	1,546.6	1,632.5	1,723.2	1,818.9	5.56%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Global luxury wines and spirits (Others) market is projected to witness a CAGR of 5.56% and it is projected to reach USD 1,818.9 Million during the forecast period 2018-2023. Asia-Pacific region is anticipated to account for the maximum market proportion in the global luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 714.4 Million by the end of 2023. However, Rest of the World region is projected to register the substantial growth rate (6.27%) during the forecast period 2018-2023.

TABLE 43 GLOBAL LUXURY WINES AND SPIRITS (OTHERS) MARKET, BY REGION, 2013-2018 (HECTOLITRES)

Region	2013	2014	2015	2016	2017	2018
North America	329.5	345.9	362.3	379.3	394.0	410.0
Europe	380.6	394.9	408.9	423.1	438.2	454.9
Asia Pacific	471.3	492.0	512.5	534.8	557.8	582.0
Rest of the World	118.6	126.4	134.2	142.4	151.2	160.8
Total	1,300.1	1,359.1	1,418.0	1,479.6	1,541.2	1,607.7

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 44 GLOBAL LUXURY WINES AND SPIRITS (OTHERS) MARKET, BY REGION, 2019-2023 (HECTOLITRES)

Region	2019	2020	2021	2022	2023	CAGR % (2018-2023)
North America	423.4	437.2	452.0	467.1	482.9	3.33%
Europe	468.0	481.2	494.5	508.0	522.0	2.79%
Asia Pacific	613.8	647.8	683.2	720.6	759.7	5.47%
Rest of the World	169.7	178.8	187.9	197.3	206.6	5.13%
Total	1,674.9	1,745.0	1,817.7	1,892.9	1,971.2	4.16%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Global luxury wines and spirits (Others) market is projected to witness a CAGR of 4.16% and it is projected to reach to 1,971.2 Hectoliters during the forecast period 2018-2023. Asia-Pacific segment is anticipated to account for the maximum market proportion in the global luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 759.7 Hectoliters by the end of 2023. However, Rest of the World region is projected to register the substantial growth rate (5.13%) during the forecast period 2018-2023.

Global Luxury Wines & Spirits Market, By Distribution Channel

CHAPTER 7

7.1 Overview

7.1.1 Food Retail

The food retail segment includes store-based and non-store-based retail formats. The store-based retail segment includes hypermarkets, supermarkets, specialty stores, and convenience stores. The non-store-based segment refers to online retail channels that are being frequented by a majority of customers and market players. The food retail segment accounted for the larger market share due to the widespread availability of luxury wines and spirits in speciality stores. Moreover, the rising popularity of online retail is expected to result in a high growth rate for the segment during the forecast period.

7.1.2 Food Service

The food service segment refers to the distribution of luxury wines and spirits to hotels, restaurants, luxury ships, aircrafts, and other similar service providers. This segment has been growing at a significant rate in regions such as Asia-Pacific and the rest of the world owing to the changing lifestyles of consumers. In these regions, customers prefer spending a little extra for desired products.

FIGURE 14 GLOBAL LUXURY WINES & SPIRITS MARKET, BY DISTRIBUTION CHANNEL 2017 & 2023 (USD MILLION)

Source: MRFR Analysis, Secondary Research

TABLE 45 GLOBAL LUXURY WINES AND SPIRITS (FOOD SERVICE) MARKET, BY REGION, 2013-2018 (USD MILLION)

Region	2013	2014	2015	2016	2017	2018
North America	6,323.6	6,619.1	6,914.4	7,223.5	7,547.3	7,895.3
Europe	7,164.6	7,483.3	7,800.3	8,131.6	8,477.7	8,849.6
Asia Pacific	9,430.4	9,934.5	10,444.4	10,981.4	11,547.2	12,157.2
Rest of the World	2,187.7	2,356.6	2,531.7	2,718.1	2,916.6	3,131.6
Total	25,106.3	26,393.6	27,690.8	29,054.7	30,488.8	32,033.6

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 46 GLOBAL LUXURY WINES AND SPIRITS (FOOD SERVICE) MARKET, BY REGION, 2019-2023 (USD MILLION)

Region	2019	2020	2021	2022	2023	CAGR % (2018-2023)
North America	8,226.3	8,571.3	8,930.8	9,305.5	9,696.0	4.19%
Europe	9,181.5	9,526.0	9,883.4	10,254.4	10,639.3	3.75%
Asia Pacific	12,978.2	13,854.6	14,790.3	15,789.1	16,855.4	6.75%
Rest of the World	3,329.6	3,535.1	3,748.0	3,968.2	4,195.8	6.03%
Total	33,715.6	35,486.9	37,352.4	39,317.2	41,386.5	5.26%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Global luxury wines and spirits (Food Service) market is projected to witness a CAGR of 5.26% and it is projected to reach USD 41,386.5 Million during the forecast period 2018-2023. Asia-Pacific region is anticipated to account for the maximum market proportion in the global luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 16,855.4 Million by the end of 2023. However, Rest of the World region is projected to register the substantial growth rate (6.03%) during the forecast period 2018-2023.

TABLE 47 GLOBAL LUXURY WINES AND SPIRITS (FOOD SERVICE) MARKET, BY REGION, 2013-2018 (HECTOLITRES)

Region	2013	2014	2015	2016	2017	2018
North America	7,915.4	8,177.6	8,431.3	8,686.7	8,955.1	9,247.8
Europe	9,079.1	9,359.7	9,629.4	9,899.7	10,188.7	10,509.5
Asia Pacific	11,414.8	11,868.7	12,315.6	12,801.7	13,301.6	13,824.5
Rest of the World	2,622.0	2,787.8	2,955.9	3,129.8	3,316.9	3,520.9
Total	31,031.4	32,193.8	33,332.3	34,517.9	35,762.3	37,102.7

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 48 GLOBAL LUXURY WINES AND SPIRITS (FOOD SERVICE) MARKET, BY REGION, 2019-2023 (HECTOLITRES)

Region	2019	2020	2021	2022	2023	CAGR % (2018-2023)
North America	9,502.5	9,761.4	10,039.3	10,321.2	10,616.3	2.80%
Europe	10,769.1	11,029.7	11,291.1	11,553.2	11,827.2	2.39%
Asia Pacific	14,561.6	15,345.5	16,163.6	17,025.3	17,924.2	5.33%
Rest of the World	3,706.4	3,896.2	4,085.9	4,279.0	4,470.7	4.89%
Total	38,539.6	40,032.7	41,579.9	43,178.6	44,838.4	3.86%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Global luxury wines and spirits (Food Retail) market is projected to witness a CAGR of 3.86% and it is projected to reach 44,838.4 Hectoliters during the forecast period 2018-2023. Asia-Pacific region is anticipated to account for the maximum market proportion in the global luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 17,924.2

Hectoliters by the end of 2023. However, Rest of the World region is projected to register the substantial growth rate (4.89%) during the forecast period 2018-2023.

TABLE 49 GLOBAL LUXURY WINES AND SPIRITS (FOOD RETAIL) MARKET, BY REGION, 2013-2018 (USD MILLION)

Region	2013	2014	2015	2016	2017	2018
North America	7,413.3	7,763.3	8,113.2	8,479.7	8,863.6	9,276.4
Europe	8,383.1	8,759.6	9,134.3	9,525.9	9,935.3	10,375.1
Asia Pacific	12,588.4	13,254.6	13,927.6	14,636.2	15,382.4	16,186.6
Rest of the World	3,273.0	3,524.2	3,784.2	4,061.0	4,355.6	4,674.4
Total	31,657.9	33,301.6	34,959.4	36,702.9	38,536.9	40,512.4

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 50 GLOBAL LUXURY WINES AND SPIRITS (FOOD RETAIL) MARKET, BY REGION, 2019-2023 (USD MILLION)

Region	2019	2020	2021	2022	2023	CAGR % (2018-2023)
North America	9,666.9	10,073.8	10,497.7	10,939.4	11,399.5	4.21%
Europe	10,747.4	11,132.9	11,532.2	11,945.7	12,374.0	3.59%
Asia Pacific	17,235.4	18,352.1	19,541.1	20,807.0	22,155.0	6.48%
Rest of the World	4,965.6	5,267.3	5,579.5	5,902.1	6,235.0	5.93%
Total	42,615.2	44,826.0	47,150.5	49,594.3	52,163.5	5.19%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Global luxury wines and spirits (Food Retail) market is projected to witness a CAGR of 5.19% and it is projected to reach USD 52,163.5 Million during the forecast period 2018-2023. Asia-Pacific region is anticipated to account for the maximum market proportion in the global luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 22,155.0 Million by the end of 2023. However, Rest of the World region is projected to register the substantial growth rate (5.93%) during the forecast period 2018-2023.

TABLE 51 GLOBAL LUXURY WINES AND SPIRITS (FOOD RETAIL) MARKET, BY REGION, 2013-2018 (HECTOLITRES)

Region	2013	2014	2015	2016	2017	2018
North America	9,279.4	9,591.1	9,893.2	10,197.3	10,517.0	10,865.5
Europe	10,623.3	10,956.0	11,276.2	11,597.3	11,940.4	12,321.1
Asia Pacific	15,237.4	15,835.2	16,423.0	17,062.3	17,719.5	18,406.6
Rest of the World	3,922.9	4,169.0	4,418.3	4,676.0	4,953.3	5,255.5
Total	39,062.9	40,551.3	42,010.7	43,533.0	45,130.3	46,848.7

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 52 GLOBAL LUXURY WINES AND SPIRITS (FOOD RETAIL) MARKET, BY REGION, 2019-2023 (HECTOLITRES)

Region	2019	2020	2021	2022	2023	CAGR % (2018-2023)
North America	11,166.6	11,472.5	11,800.7	12,133.4	12,481.5	2.81%
Europe	12,605.7	12,890.3	13,174.8	13,458.8	13,755.5	2.23%
Asia Pacific	19,338.2	20,326.9	21,355.5	22,436.2	23,559.8	5.06%
Rest of the World	5,527.6	5,805.4	6,082.6	6,364.3	6,643.5	4.80%
Total	48,638.0	50,495.1	52,413.6	54,392.6	56,440.4	3.80%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Global luxury wines and spirits (Food Retail) market is projected to witness a CAGR of 3.80% and it is projected to reach 56,440.4 Hectoliters during the forecast period 2018-2023. Asia-Pacific region is anticipated to account for the maximum market proportion in the global luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 23,559.8 Hectoliters by the end of 2023. However, Rest of the World region is projected to register the substantial growth rate (4.80%) during the forecast period 2018-2023.

Global Luxury Wines & Spirits Market, By Region

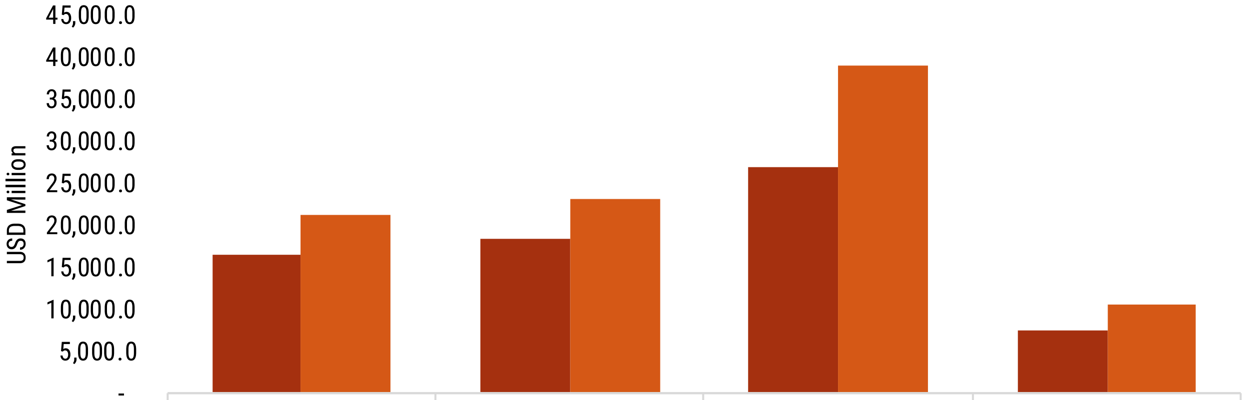
CHAPTER 8

8.1 Introduction

The report on the global luxury wines & spirits market has been segmented based on:

- North America
- Europe
- Asia-Pacific
- Rest of the World (RoW)

FIGURE 15 GLOBAL LUXURY WINES & SPIRITS MARKET, BY REGION 2017 & 2023 (USD MILLION)



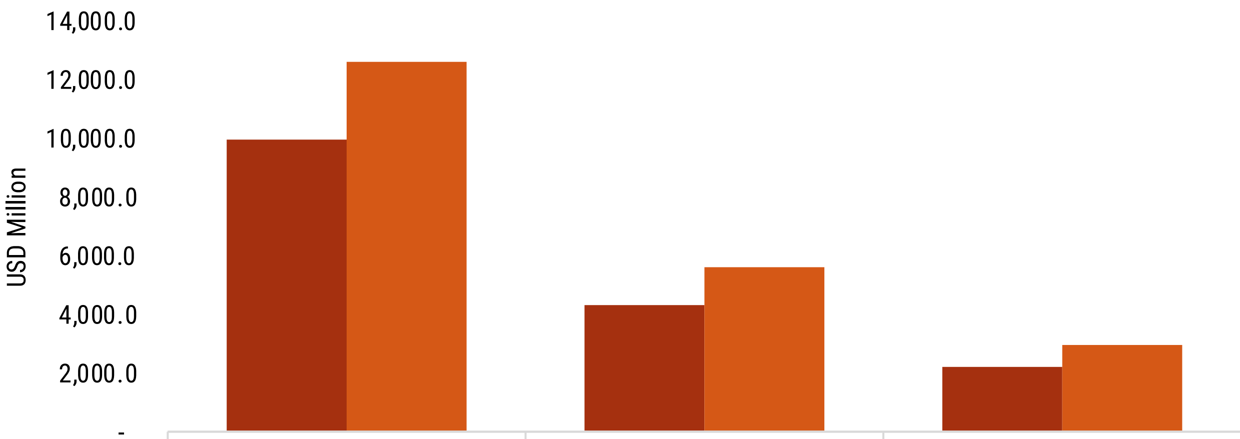
	North America	Europe	Asia-Pacific	Rest of the World (RoW)
2017	16,410.9	18,413.1	26,929.6	7,272.2
2023	21,095.5	23,013.3	39,010.4	10,430.8

Source: MRFR Analysis, Secondary Research

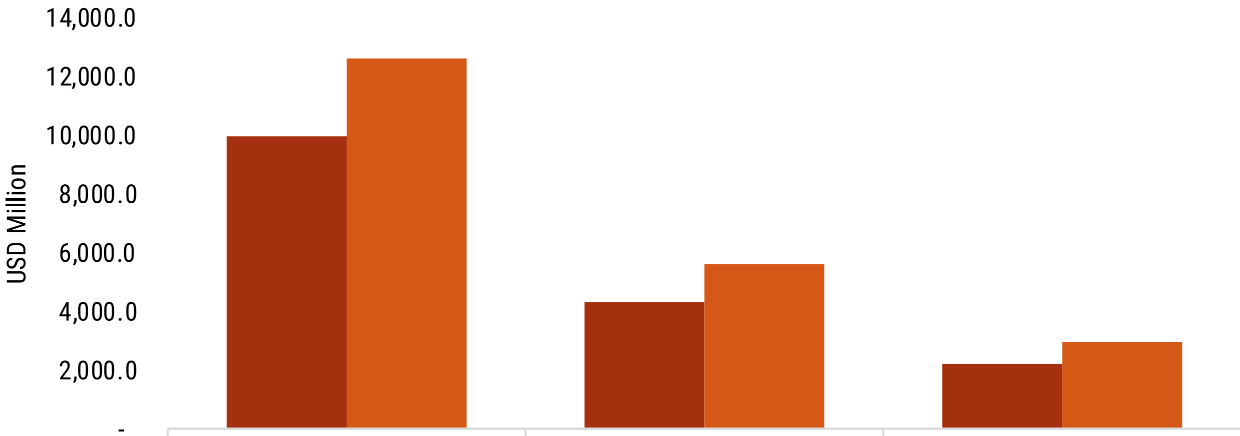
8.2 North America

North America region is accounting for 23.67% share in the global market. The growth rate of luxury wine and spirits market in the North American region has slowed down in recent years. However, the sale of the luxury wines and spirits is growing as consumers are shifting towards high quality and high-end products instead of low-priced products. US being the largest market in North American region accounted for 60.35% share in 2018. According to a study by Silicon Valley Bank, in US the growth rate of the wine industry has slowed down from 2017 onwards and premium winery sales growth rate has seen a steep fall to 4.0% in 2017 from 9.6% in 2016. However, the sales of high-end luxury wines are expected to increase with slight rise in prices. At the same time luxury spirits market in US is growing at a faster pace, offering huge opportunities in terms of higher disposable income and consumer preferences. The age group of 51 to 68 are the major consumers of luxury wines and spirits in the country. Where as in Canada and Mexico, demand for luxury wine is growing significantly. The consumer group for high-end wines and spirits is low but growing in these countries. In Canada, the trend of premiumization is the major driver for the premium wines and spirits market. Moreover, Mexico is the fastest growing market of luxury wines and spirits in the North American region owing to increasing disposable incomes and urbanization which has resulted in increased accessibility to the premium products. Thus, resulting in increased demand for luxury wines and spirits in the North American Market. With increasing market for luxury products in the region, the major players in the market has adopted strategies like new product launches along with mergers & acquisitions to grow in the

FIGURE 16 NORTH AMERICA LUXURY WINES & SPIRITS MARKET, BY COUNTRY 2017 & 2023 (USD MILLION)



	US	Canada	Mexico
2017	9,929.8	4,295.5	2,185.6
2023	12,606.7	5,577.7	2,911.2



	US	Canada	Mexico
2017	9,929.8	4,295.5	2,185.6
2023	12,606.7	5,577.7	2,911.2

Source: MRFR Analysis, Secondary Research

TABLE 53 NORTH AMERICA: LUXURY WINES AND SPIRITS MARKET, BY COUNTRY, 2013-2018 (USD MILLION)

Country	2013	2014	2015	2016	2017	2018
U.S.	8,398.8	8,770.6	9,140.2	9,526.4	9,929.8	10,363.1
Canada	3,522.1	3,706.7	3,893.0	4,089.1	4,295.5	4,517.9
Mexico	1,816.0	1,905.1	1,994.4	2,087.8	2,185.6	2,290.7
Total	13,736.9	14,382.4	15,027.6	15,703.3	16,410.9	17,171.6

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 54 NORTH AMERICA: LUXURY WINES AND SPIRITS MARKET, BY COUNTRY, 2019-2023 (USD MILLION)

Country	2019	2020	2021	2022	2023	CAGR % (2018-2023)
U.S.	10,777.3	11,208.1	11,656.2	12,122.1	12,606.7	4.00%
Canada	4,712.3	4,915.2	5,126.8	5,347.5	5,577.7	4.30%
Mexico	2,403.5	2,521.7	2,645.5	2,775.3	2,911.2	4.91%
Total	17,893.2	18,645.0	19,428.5	20,244.9	21,095.5	4.20%

Source: Industry Expert, Secondary Research, and MRFR Analysis

North America luxury wines and spirits market is projected to witness a CAGR of 4.20% and it is projected to reach USD 21,095.5 Million during the forecast period 2018-2023. The U.S. is anticipated to account for the maximum market proportion in the North America luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 12,606.7 Million by the end of 2023. However, Mexico is projected to register the substantial growth rate (4.91%) during the forecast period 2018-2023.

TABLE 55 NORTH AMERICA: LUXURY WINES AND SPIRITS MARKET, BY COUNTRY, 2013-2018 (HECTOLITERS)

Country	2013	2014	2015	2016	2017	2018
U.S.	10,512.9	10,835.6	11,145.5	11,456.0	11,782.0	12,138.4
Canada	4,408.7	4,579.5	4,747.1	4,917.4	5,096.7	5,291.8
Mexico	2,273.2	2,353.7	2,431.9	2,510.7	2,593.3	2,683.1
Total	17,194.8	17,768.7	18,324.5	18,884.0	19,472.1	20,113.3

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 56 NORTH AMERICA: LUXURY WINES AND SPIRITS MARKET, BY COUNTRY, 2019-2023 (HECTOLITERS)

Country	2019	2020	2021	2022	2023	CAGR % (2018-2023)
U.S.	12,449.3	12,764.4	13,103.0	13,445.3	13,803.3	2.60%
Canada	5,443.4	5,597.7	5,763.1	5,931.1	6,107.1	2.91%
Mexico	2,776.4	2,871.8	2,973.9	3,078.2	3,187.5	3.51%
Total	20,669.0	21,233.9	21,840.0	22,454.6	23,097.8	2.81%

Source: Industry Expert, Secondary Research, and MRFR Analysis

North America luxury wines and spirits market is projected to witness a CAGR of 2.81% and it is projected to reach to 23,097.8 hectoliters during the forecast period 2018-2023. The U.S. is anticipated to account for the maximum market proportion in the North America luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 13,803.3 hectoliters by the end of 2023. However, Mexico is projected to register the substantial growth rate (3.51%) during the forecast period 2018-2023.

TABLE 57 NORTH AMERICA: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2013-2018 (USD MILLION)

Type	2013	2014	2015	2016	2017	2018
Wine	9,121.6	9,530.8	9,937.7	10,362.4	10,795.7	11,260.1
Whisky	1,539.6	1,624.9	1,711.5	1,802.9	1,913.2	2,032.8
Rum	467.1	493.5	520.3	548.7	577.2	608.0
Brandy	841.6	872.3	902.4	933.7	964.2	997.0
Vodka	668.2	705.5	743.4	783.4	824.8	869.5
Gin	421.3	444.2	467.4	491.8	516.2	542.5
Tequila	414.3	431.1	447.7	465.0	487.4	511.6
Others	263.2	280.0	297.1	315.4	332.0	350.0
Total	13,736.9	14,382.4	15,027.6	15,703.3	16,410.9	17,171.6

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 58 NORTH AMERICA: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2019-2023 (USD MILLION)

Type	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Wine	11,681.0	12,116.8	12,567.9	13,034.8	13,518.0	3.72%
Whisky	2,147.1	2,267.7	2,395.1	2,529.6	2,671.7	5.62%
Rum	639.6	672.8	707.7	744.4	783.1	5.19%
Brandy	1,036.5	1,077.7	1,120.4	1,164.8	1,211.0	3.97%
Vodka	915.8	964.4	1,015.7	1,069.7	1,126.5	5.32%
Gin	569.2	597.3	626.7	657.5	689.8	4.92%
Tequila	537.4	564.5	593.0	622.9	654.3	5.04%
Others	366.6	383.9	402.1	421.1	441.1	4.73%
Total	17,893.2	18,645.0	19,428.5	20,244.9	21,095.5	4.20%

Source: Industry Expert, Secondary Research, and MRFR Analysis

North America luxury wines and spirits market is projected to witness a CAGR of 4.20% and it is projected to reach USD 21,095.5 Million during the forecast period 2018-2023. Wines segment is anticipated to account for the maximum market proportion in the North America luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 13,518.01 Million by the end of 2023. However, Whisky is projected to register the substantial growth rate (5.62%) during the forecast period 2018-2023.

TABLE 59 NORTH AMERICA: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2013-2018 (HECTOLITERS)

Type	2013	2014	2015	2016	2017	2018
Wine		11,774.9	12,117.9	12,461.4	12,809.5	13,189.1
Whisky	1,927.1	2,007.5	2,087.0	2,168.1	2,270.1	2,381.1
Rum	584.7	609.7	634.5	659.8	684.9	712.2
Brandy	1,053.4	1,077.7	1,100.4	1,122.8	1,144.0	1,167.8
Vodka	836.4	871.6	906.5	942.1	978.7	1,018.5
Gin	527.4	548.8	569.9	591.4	612.5	635.5
Tequila	518.6	532.6	545.9	559.2	578.4	599.3
Others	329.5	345.9	362.3	379.3	394.0	410.0
Total	17,194.8	17,768.7	18,324.5	18,884.0	19,472.1	20,113.3

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 60 NORTH AMERICA: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2019-2023 (HECTOLITERS)

Type	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Wine	13,493.1	13,799.2	14,127.8	14,457.5	14,801.1	2.33%
Whisky	2,480.1	2,582.6	2,692.4	2,805.7	2,925.3	4.20%
Rum	738.8	766.2	795.6	825.7	857.4	3.78%
Brandy	1,197.4	1,227.3	1,259.5	1,292.0	1,326.0	2.57%
Vodka	1,057.8	1,098.4	1,141.8	1,186.5	1,233.5	3.90%
Gin	657.5	680.2	704.4	729.3	755.3	3.52%
Tequila	620.8	642.9	666.6	690.9	716.4	3.64%
Others	423.4	437.2	452.0	467.1	482.9	3.33%
Total	20,669.0	21,233.9	21,840.0	22,454.6	23,097.8	2.81%

Source: Industry Expert, Secondary Research, and MRFR Analysis

North America luxury wines and spirits market is projected to witness a CAGR of 2.81% and it is projected to reach to 23,091.8 hectoliters during the forecast period 2018-2023. Wines segment is anticipated to account for the maximum market proportion in the North America luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 14,801.1 hectoliters by the end of 2023. However, Whisky is projected to register the substantial growth rate (4.20%) during the forecast period 2018-2023.

TABLE 61 NORTH AMERICA: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2013-2018 (USD MILLION)

Distribution Channel	2013	2014	2015	2016	2017	2018
Food Service	6,323.6	6,619.1	6,914.4	7,223.5	7,547.3	7,895.3
Food Retail	7,413.3	7,763.3	8,113.2	8,479.7	8,863.6	9,276.4
Total	13,736.9	14,382.4	15,027.6	15,703.3	16,410.9	17,171.6

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 62 NORTH AMERICA: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2019-2023 (USD MILLION)

Distribution Channel	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Food Service	8,226.3	8,571.3	8,930.8	9,305.5	9,696.0	4.19%
Food Retail	9,666.9	10,073.8	10,497.7	10,939.4	11,399.5	4.21%
Total	17,893.2	18,645.0	19,428.5	20,244.9	21,095.5	4.20%

Source: Industry Expert, Secondary Research, and MRFR Analysis

North America luxury wines and spirits market is projected to witness a CAGR of 4.20% and it is projected to reach USD 221,095.5 Million during the forecast period 2018-2023. Food retails segment is anticipated to account for the maximum market proportion in the North America luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 11,399.5 Million by the end of 2023 and is projected to register the substantial growth rate (4.21%) during the forecast period 2018-2023.

TABLE 63 NORTH AMERICA: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2013-2018 (HECTOLITERS)

Distribution Channel	2013	2014	2015	2016	2017	2018
Food Service	7,915.4	8,177.6	8,431.3	8,686.7	8,955.1	9,247.8
Food Retail	9,279.4	9,591.1	9,893.2	10,197.3	10,517.0	10,865.5
Total	17,194.8	17,768.7	18,324.5	18,884.0	19,472.1	20,113.3

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 64 NORTH AMERICA: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2019-2023 (HECTOLITERS)

Distribution Channel	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Food Service	9,502.5	9,761.4	10,039.3	10,321.2	10,616.3	2.80%
Food Retail	11,166.6	11,472.5	11,800.7	12,133.4	12,481.5	2.81%
Total	20,669.0	21,233.9	21,840.0	22,454.6	23,097.8	2.81%

Source: Industry Expert, Secondary Research, and MRFR Analysis

North America luxury wines and spirits market is projected to witness a CAGR of 2.81% and it is projected to reach to 23,097.8 hectoliters during the forecast period 2018-2023. Food retails segment is anticipated to account for the maximum market proportion in the North America luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to

12,481.5 hectoliters by the end of 2023 and is projected to register the substantial growth rate (2.81%) during the forecast period 2018-2023.

8.2.1 U.S.

TABLE 65 U.S.: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2013-2018 (USD MILLION)

Type	2013	2014	2015	2016	2017	2018
Wine	5,569.2	5,803.2	6,034.4	6,275.0	6,515.3	6,772.3
Whisky	941.5	992.7	1,044.6	1,099.3	1,170.9	1,248.8
Rum	287.2	302.8	318.7	335.3	351.5	368.9
Brandy	514.8	531.1	546.8	563.0	577.8	593.8
Vodka	409.9	432.1	454.5	478.2	502.4	528.5
Gin	258.7	272.2	285.8	300.1	313.8	328.5
Tequila	256.2	264.8	273.3	282.0	295.4	309.9
Others	161.3	171.6	182.1	193.4	202.6	212.4
Total	8,398.8	8,770.6	9,140.2	9,526.4	9,929.8	10,363.1

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 66 U.S.: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2019-2023 (USD MILLION)

Type	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Wine	7,007.9	7,251.1	7,502.0	7,760.9	8,027.9	3.46%
Whisky	1,317.5	1,390.1	1,466.6	1,547.4	1,632.6	5.51%
Rum	387.7	407.4	428.1	449.9	472.8	5.08%
Brandy	616.5	640.0	664.4	689.7	716.1	3.82%
Vodka	556.0	584.8	615.2	647.2	680.8	5.19%
Gin	344.4	361.1	378.5	396.8	416.0	4.84%
Tequila	325.2	341.3	358.2	376.0	394.6	4.95%
Others	222.2	232.4	243.1	254.3	266.0	4.60%
Total	10,777.3	11,208.1	11,656.2	12,122.1	12,606.7	4.00%

Source: Industry Expert, Secondary Research, and MRFR Analysis

U.S. luxury wines and spirits market is projected to witness a CAGR of 4.00% and it is projected to reach USD 12,606.7 Million during the forecast period 2018-2023. Wine segment is anticipated to account for the maximum market proportion in the U.S. luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 8,027.9 Million by the end of 2023. However, Whisky segment is projected to witness the substantial growth rate (5.51%) during the forecast period 2018-2023.

TABLE 67 U.S.: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2013-2018 (HECTOLITERS)

Type	2013	2014	2015	2016	2017	2018
Wine	6,971.1	7,169.6	7,358.3	7,546.0	7,730.6	7,932.4
Whisky	1,178.5	1,226.5	1,273.8	1,322.0	1,389.4	1,462.7
Rum	359.5	374.2	388.6	403.2	417.1	432.1
Brandy	644.4	656.2	666.8	677.0	685.6	695.5
Vodka	513.0	533.8	554.3	575.1	596.2	619.1
Gin	323.8	336.2	348.5	360.9	372.3	384.8
Tequila	320.6	327.2	333.2	339.1	350.5	362.9
Others	201.8	211.9	222.1	232.6	240.4	248.8
Total	10,512.9	10,835.6	11,145.5	11,456.0	11,782.0	12,138.4

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 68 U.S.: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2019-2023 (HECTOLITERS)

Type	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Wine	8,095.1	8,257.9	8,433.2	8,608.0	8,789.9	2.07%
Whisky	1,521.9	1,583.1	1,648.6	1,716.3	1,787.5	4.09%
Rum	447.8	464.0	481.2	499.0	517.6	3.68%
Brandy	712.1	728.8	746.9	765.0	784.0	2.42%
Vodka	642.2	666.0	691.6	717.8	745.4	3.78%
Gin	397.8	411.2	425.5	440.1	455.5	3.43%
Tequila	375.7	388.7	402.7	417.0	432.0	3.55%
Others	256.7	264.7	273.3	282.1	291.2	3.20%
Total	12,449.3	12,764.4	13,103.0	13,445.3	13,803.3	2.60%

Source: Industry Expert, Secondary Research, and MRFR Analysis

U.S. luxury wines and spirits market is projected to witness a CAGR of 2.60% and it is projected to reach to 13,803.3 hectoliters during the forecast period 2018-2023. Wine segment is anticipated to account for the maximum market proportion in the U.S. luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 8,789.9 hectoliters by the end of 2023. However, Whisky segment is projected to witness the substantial growth rate (4.09%) during the forecast period 2018-2023.

TABLE 69 U.S.: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2013-2018 (USD MILLION)

Distribution Channel	2013	2014	2015	2016	2017	2018
Food Service	4,143.1	4,325.8	4,507.4	4,697.1	4,895.2	5,108.0
Food Retail	4,255.7	4,444.7	4,632.8	4,829.3	5,034.6	5,255.1
Total	8,398.8	8,770.6	9,140.2	9,526.4	9,929.8	10,363.1

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 70 U.S.: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2019-2023 (USD MILLION)

Distribution Channel	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Food Service	5,307.0	5,513.7	5,728.5	5,951.7	6,183.6	3.90%
Food Retail	5,470.4	5,694.4	5,927.7	6,170.4	6,423.1	4.10%
Total	10,777.3	11,208.1	11,656.2	12,122.1	12,606.7	4.00%

Source: Industry Expert, Secondary Research, and MRFR Analysis

U.S. luxury wines and spirits market is projected to witness a CAGR of 4.00% and it is projected to reach USD 12,606.7 Million during the forecast period 2018-2023. Food retail segment is anticipated to account for the maximum market proportion in the U.S. luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 6,423.1 Million by the end of 2023 and is projected to witness the substantial growth rate (4.10%) during the forecast period 2018-2023.

TABLE 71 U.S.: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2013-2018 (HECTOLITERS)

Distribution Channel	2013	2014	2015	2016	2017	2018
Food Service	5,186.0	5,344.3	5,496.3	5,648.5	5,808.3	5,983.0
Food Retail	5,326.9	5,491.3	5,649.2	5,807.5	5,973.7	6,155.4
Total	10,512.9	10,835.6	11,145.5	11,456.0	11,782.0	12,138.4

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 72 U.S.: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2019-2023 (HECTOLITERS)

Distribution Channel	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Food Service	6,130.3	6,279.3	6,439.6	6,601.3	6,770.5	2.50%
Food Retail	6,319.0	6,485.1	6,663.4	6,843.9	7,032.8	2.70%
Total	12,449.3	12,764.4	13,103.0	13,445.3	13,803.3	2.60%

Source: Industry Expert, Secondary Research, and MRFR Analysis

U.S. luxury wines and spirits market is projected to witness a CAGR of 2.60% and it is projected to reach to 13,803.3 hectoliters during the forecast period 2018-2023. Food retails segment is anticipated to account for the maximum market proportion in the U.S. luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 7,032.8 hectoliters by the end of 2023. and is projected to witness the substantial growth rate (2.70%) during the forecast period 2018-2023.

8.2.2 Canada

TABLE 73 CANADA.: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2013-2018 (USD MILLION)

Type	2013	2014	2015	2016	2017	2018
Wine	2,342.9	2,461.0	2,579.7	2,704.3	2,835.2	2,975.9
Whisky	394.1	417.3	441.0	466.1	492.7	521.4
Rum	119.8	126.9	134.2	142.0	150.2	159.0
Brandy	214.5	224.4	234.3	244.6	255.4	267.0
Vodka	170.8	181.0	191.4	202.5	214.2	226.8
Gin	107.4	113.8	120.3	127.2	134.4	142.3
Tequila	106.0	111.2	116.4	121.9	127.6	133.7
Others	66.6	71.1	75.7	80.7	86.0	91.7
Total	3,522.1	3,706.7	3,893.0	4,089.1	4,295.5	4,517.9

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 74 CANADA: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2019-2023 (USD MILLION)

Type	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Wine	3,090.7	3,209.7	3,333.0	3,460.7	3,593.1	3.84%
Whisky	551.1	582.4	615.6	650.7	687.7	5.70%
Rum	167.5	176.5	185.9	195.9	206.4	5.35%
Brandy	277.5	288.3	299.6	311.3	323.5	3.91%
Vodka	239.3	252.5	266.5	281.2	296.7	5.52%
Gin	149.5	157.0	164.9	173.1	181.8	5.02%
Tequila	140.6	147.8	155.4	163.4	171.8	5.14%
Others	96.2	100.9	105.9	111.1	116.6	4.91%
Total	4,712.3	4,915.2	5,126.8	5,347.5	5,577.7	4.30%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Canada luxury wines and spirits market is projected to witness a CAGR of 4.30% and it is projected to reach USD 5,577.7 Million during the forecast period 2018-2023. Wine segment is anticipated to account for the maximum market proportion in the Canadian luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 3,593.1 Million by the end of 2023. However, Whisky segment is projected to register the substantial growth rate (5.70%) during the forecast period 2018-2023.

TABLE 75 CANADA: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2013-2018 (HECTOLITERS)

Type	2013	2014	2015	2016	2017	2018
Wine	2,932.7	3,040.5	3,145.7	3,252.1	3,364.0	3,485.7
Whisky	493.3	515.6	537.8	560.5	584.6	610.7
Rum	149.9	156.8	163.7	170.7	178.2	186.3
Brandy	268.5	277.2	285.7	294.1	303.0	312.7
Vodka	213.8	223.6	233.4	243.5	254.1	265.6
Gin	134.5	140.6	146.7	152.9	159.5	166.7
Tequila	132.7	137.4	141.9	146.5	151.4	156.6
Others	83.3	87.8	92.3	97.0	102.0	107.4
Total	4,408.7	4,579.5	4,747.1	4,917.4	5,096.7	5,291.8

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 76 CANADA: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2019-2023 (HECTOLITERS)

Type	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Wine	3,570.2	3,655.3	3,746.7	3,838.5	3,934.2	2.45%
Whisky	636.5	663.3	692.0	721.7	753.0	4.28%
Rum	193.5	201.0	209.0	217.3	226.0	3.94%
Brandy	320.5	328.3	336.8	345.3	354.2	2.52%
Vodka	276.4	287.6	299.6	311.9	324.9	4.11%
Gin	172.6	178.8	185.3	192.0	199.1	3.62%
Tequila	162.4	168.3	174.7	181.2	188.1	3.73%
Others	111.1	115.0	119.1	123.2	127.6	3.51%
Total	5,443.4	5,597.7	5,763.1	5,931.1	6,107.1	2.91%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Canada luxury wines and spirits market is projected to witness a CAGR of 2.91% and it is projected to reach to 6,107.1 hectoliters during the forecast period 2018-2023. Wine segment is anticipated to account for the maximum market proportion in the Canadian luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 3,934.2 hectoliters by the end of 2023. However, Whisky segment is projected to register the substantial growth rate (4.28%) during the forecast period 2018-2023.

TABLE 77 CANADA: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2013-2018 (USD MILLION)

Distribution Channel	2013	2014	2015	2016	2017	2018
Food Service	1,483.5	1,561.9	1,641.0	1,724.3	1,812.0	1,906.5
Food Retail	2,038.6	2,144.9	2,252.1	2,364.8	2,483.5	2,611.3
Total	3,522.1	3,706.7	3,893.0	4,089.1	4,295.5	4,517.9

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 78 CANADA: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2019-2023 (USD MILLION)

Distribution Channel	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Food Service	1,994.2	2,086.0	2,181.9	2,282.3	2,387.2	4.60%
Food Retail	2,718.1	2,829.2	2,944.9	3,065.2	3,190.4	4.09%
Total	4,712.3	4,915.2	5,126.8	5,347.5	5,577.7	4.30%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Canada luxury wines and spirits market is projected to witness a CAGR of 4.30% and it is projected to reach USD 5,577.7 Million during the forecast period 2018-2023. Bottles segment is anticipated to account for the maximum market proportion in the Canadian luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 3,190.4 Million by the end of 2023. However, cans segment is projected to register the substantial growth rate (4.09%) during the forecast period 2018-2023.

TABLE 79 CANADA: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2013-2018 (HECTOLITERS)

Distribution Channel	2013	2014	2015	2016	2017	2018
Food Service	1,857.0	1,929.6	2,001.0	2,073.6	2,150.0	2,233.1
Food Retail	2,551.8	2,649.9	2,746.1	2,843.8	2,946.7	3,058.7
Total	4,408.7	4,579.5	4,747.1	4,917.4	5,096.7	5,291.8

Source: Industry Expert, Secondary Research, and MRFR Analysis

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TABLE 80 CANADA: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2019-2023 (HECTOLITERS)

Distribution Channel	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Food Service	2,303.6	2,375.6	2,452.7	2,531.4	2,613.8	3.20%
Food Retail	3,139.8	3,222.1	3,310.4	3,399.8	3,493.2	2.69%
Total	5,443.4	5,597.7	5,763.1	5,931.1	6,107.1	2.91%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Canada luxury wines and spirits market is projected to witness a CAGR of 2.91% and it is projected to reach to 6,107.1 hectoliters during the forecast period 2018-2023. Food retail segment is anticipated to account for the maximum market proportion in the Canadian luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 3,493.2

hectoliters by the end of 2023. However, cans segment is projected to register the substantial growth rate (2.69%) during the forecast period 2018-2023.

8.2.3 Mexico

TABLE 81 MEXICO: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2013-2018 (USD MILLION)

Type	2013	2014	2015	2016	2017	2018
Wine	1,209.5	1,266.6	1,323.6	1,383.1	1,445.3	1,511.9
Whisky	203.9	214.8	225.9	237.4	249.6	262.7
Rum	60.1	63.8	67.5	71.4	75.6	80.1
Brandy	112.2	116.8	121.4	126.1	131.0	136.2
Vodka	87.5	92.4	97.4	102.7	108.2	114.2
Gin	55.2	58.3	61.3	64.6	68.0	71.7
Tequila	52.1	55.1	58.0	61.2	64.5	68.0
Others	35.4	37.3	39.3	41.4	43.5	45.8
Total	1,816.0	1,905.1	1,994.4	2,087.8	2,185.6	2,290.7

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 82 MEXICO: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2019-2023 (USD MILLION)

Type	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Wine	1,582.4	1,656.0	1,732.9	1,813.2	1,897.0	4.64%
Whisky	278.5	295.2	312.9	331.6	351.4	5.99%
Rum	84.4	88.9	93.7	98.7	103.9	5.35%
Brandy	142.6	149.4	156.4	163.8	171.5	4.71%
Vodka	120.5	127.1	134.0	141.3	149.1	5.47%
Gin	75.4	79.2	83.3	87.5	92.0	5.11%
Tequila	71.6	75.4	79.4	83.5	87.9	5.26%
Others	48.1	50.5	53.1	55.7	58.5	4.99%
Total	2,403.5	2,521.7	2,645.5	2,775.3	2,911.2	4.91%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Mexico luxury wines and spirits market is projected to witness a CAGR of 4.91% and it is projected to reach to USD 2,911.2 Million hectoliters during the forecast period 2018-2023. Wines segment is anticipated to account for the maximum market proportion in the Mexican luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 1,897.0 Million by the end of 2023. However, Whisky is projected to register the substantial growth rate (4.64%) during the forecast period 2018-2023.

TABLE 83 MEXICO: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2013-2018 (HECTOLITERS)

Type	2013	2014	2015	2016	2017	2018
Wine	1,513.9	1,564.8	1,613.9	1,663.2	1,714.9	1,770.9
Whisky	255.3	265.4	275.4	285.5	296.2	307.7
Rum	75.2	78.8	82.3	85.9	89.7	93.8
Brandy	140.5	144.3	148.0	151.6	155.4	159.5
Vodka	109.6	114.2	118.8	123.5	128.4	133.8
Gin	69.1	72.0	74.8	77.7	80.7	84.0
Tequila	65.2	68.0	70.8	73.6	76.5	79.7
Others	44.3	46.1	47.9	49.7	51.6	53.7
Total	2,273.2	2,353.7	2,431.9	2,510.7	2,593.3	2,683.1

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 84 MEXICO: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2019-2023 (HECTOLITERS)

Type	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Wine	1,827.9	1,886.0	1,948.0	2,011.1	2,077.0	3.24%
Whisky	321.7	336.2	351.7	367.8	384.7	4.57%
Rum	97.5	101.2	105.3	109.4	113.8	3.94%
Brandy	164.8	170.1	175.8	181.6	187.7	3.31%
Vodka	139.2	144.7	150.7	156.8	163.2	4.06%
Gin	87.1	90.2	93.6	97.1	100.7	3.70%
Tequila	82.7	85.9	89.2	92.7	96.3	3.85%
Others	55.6	57.6	59.7	61.8	64.0	3.59%
Total	2,776.4	2,871.8	2,973.9	3,078.2	3,187.5	3.51%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Mexico luxury wines and spirits market is projected to witness a CAGR of 3.51% and it is projected to reach to 3,187.5 hectoliters during the forecast period 2018-2023. Wines segment is anticipated to account for the maximum market proportion in the Mexican luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 2,077.07 hectoliters by the end of 2023. However, Whisky is projected to register the substantial growth rate (4.57%) during the forecast period 2018-2023.

TABLE 85 MEXICO: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2013-2018 (USD MILLION)

Distribution Channel	2013	2014	2015	2016	2017	2018
Food Service	697.0	731.5	766.0	802.2	840.1	880.8
Food Retail	1,119.0	1,173.7	1,228.4	1,285.6	1,345.6	1,409.9
Total	1,816.0	1,905.1	1,994.4	2,087.8	2,185.6	2,290.7

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 86 MEXICO: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2019-2023 (USD MILLION)

Distribution Channel	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Food Service	925.1	971.6	1,020.4	1,071.5	1,125.2	5.02%
Food Retail	1,478.4	1,550.1	1,625.2	1,703.7	1,786.0	4.84%
Total	2,403.5	2,521.7	2,645.5	2,775.3	2,911.2	4.91%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Mexico luxury wines and spirits market is projected to witness a CAGR of 4.91% and it is projected to reach USD 2,911.2 Million during the forecast period 2018-2023. Food retails segment is anticipated to account for the maximum market proportion in the Mexican luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 1,786.0 Million by the end of 2023. However, cans segment is projected to register the substantial growth rate (4.84%) during the forecast period 2018-2023.

TABLE 87 MEXICO: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2013-2018 (HECTOLITERS)

Distribution Channel	2013	2014	2015	2016	2017	2018
Food Service	872.4	903.7	934.0	964.7	996.8	1,031.7
Food Retail	1,400.7	1,450.0	1,497.9	1,546.0	1,596.6	1,651.5
Total	2,273.2	2,353.7	2,431.9	2,510.7	2,593.3	2,683.1

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 88 MEXICO: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2019-2023 (HECTOLITERS)

Distribution Channel	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Food Service	1,068.6	1,106.5	1,147.0	1,188.5	1,232.0	3.61%
Food Retail	1,707.7	1,765.3	1,826.9	1,889.7	1,955.5	3.44%
Total	2,776.4	2,871.8	2,973.9	3,078.2	3,187.5	3.51%

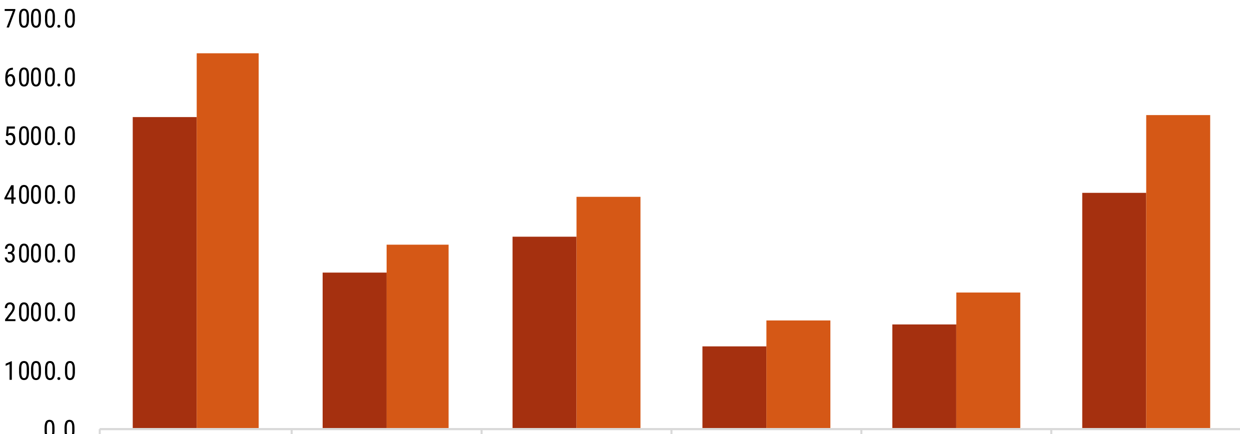
Source: Industry Expert, Secondary Research, and MRFR Analysis

Mexico luxury wines and spirits market is projected to witness a CAGR of 3.51% and it is projected to reach to 3,187.5 hectoliters during the forecast period 2018-2023. Food retail is anticipated to account for the maximum market proportion in the Mexican luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 1,955.53 hectoliters by the end of 2023. However, Food Services segment is projected to register the substantial growth rate (3.61%) during the forecast period 2018-2023.

8.3 Europe

Europe luxury wines and spirits markets is accounting for 26.50% share in the global market. The premiumization of the products is the most significant trend in the European alcoholic beverages market. European market is dominated by Germany followed by France and UK, whereas Italy is the fastest growing market in the region. In Germany, the favorable economic circumstances have supported the increased affordability and the increased consumption of luxury spirits in the country, whereas luxury wines are more considered as part of long-term investments. Luxury Gin has witnessed a significant demand in the country. Moreover, in France, consumer opt for luxury wines and spirits as these products offer better quality and pleasure. Apart from this, consumers in the region are increasing looking for original spirits brands and products, thus the number of craft producers and brands in the region is increasing every year. The market for luxury wines and spirits is booming in Italy where people consider the luxury as an experience. The consumption of luxury wines and spirits is majorly restricted to occasions such as birthdays, a birth or a diploma. Increase in such occasions has resulted in increased consumption of premium alcoholic products in the country. Increasing disposable income and willingness of the consumers to prefer quality products over low quality products has resulted in high demand for the luxury wines and spirits in the region.

FIGURE 17 EUROPE LUXURY WINES AND SPIRITS MARKET, BY COUNTRY 2017 & 2023 (USD MILLION)



	Germany	UK	France	Spain	Italy	Rest of Europe
2017	5302.6	2662.4	3265.7	1397.5	1763.9	4021.0
2023	6409.2	3152.8	3958.3	1841.1	2312.8	5339.1

Source: MRFR Analysis, Secondary Research

TABLE 89 EUROPE: LUXURY WINES AND SPIRITS MARKET, BY COUNTRY, 2013-2018 (USD MILLION)

Country	2013	2014	2015	2016	2017	2018
Germany	4,589.7	4,765.3	4,937.6	5,116.6	5,302.6	5,502.1
UK	2,363.3	2,438.3	2,510.6	2,585.3	2,662.4	2,745.3
France	2,876.3	2,973.4	3,067.5	3,164.9	3,265.7	3,373.9
Spain	1,041.7	1,122.7	1,207.6	1,299.0	1,397.5	1,505.3
Italy	1,399.3	1,484.8	1,572.4	1,665.3	1,763.9	1,870.6
Rest of Europe	3,277.5	3,458.3	3,638.9	3,826.4	4,021.0	4,227.5
Total	15,547.7	16,242.9	16,934.6	17,657.5	18,413.1	19,224.7

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 90 EUROPE: LUXURY WINES AND SPIRITS MARKET, BY COUNTRY, 2019-2023 (USD MILLION)

Country	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Germany	5,672.6	5,848.4	6,029.7	6,216.5	6,409.2	3.10%
UK	2,822.3	2,901.6	2,983.0	3,066.7	3,152.8	2.81%
France	3,483.5	3,596.5	3,713.3	3,833.8	3,958.3	3.25%
Spain	1,567.2	1,631.5	1,698.6	1,768.4	1,841.1	4.11%
Italy	1,951.7	2,036.3	2,124.6	2,216.7	2,312.8	4.34%
Rest of Europe	4,431.6	4,644.5	4,866.5	5,097.9	5,339.1	4.78%
Total	19,928.9	20,658.9	21,415.6	22,200.1	23,013.3	3.66%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Europe luxury wines and spirits market is projected to witness a CAGR of 3.66% and it is projected to reach USD 23,013.3 Million during the forecast period 2018-2023. Germany is anticipated to account for the maximum market proportion in the Europe luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 6,409.2 Million by the end of 2023. However, rest of Europe is projected to register the substantial growth rate (4.78%) during the forecast period 2018-2023.

TABLE 91 EUROPE: LUXURY WINES AND SPIRITS MARKET, BY COUNTRY, 2013-2018 (HECTOLITRES)

Country	2013	2014	2015	2016	2017	2018
Germany	5,816.1	5,960.2	6,095.4	6,229.1	6,372.7	6,534.1
UK	2,994.8	3,049.7	3,099.3	3,147.4	3,199.7	3,260.2
France	3,644.9	3,719.0	3,786.8	3,853.1	3,924.8	4,006.8
Spain	1,320.1	1,404.2	1,490.8	1,581.5	1,679.5	1,787.6
Italy	1,773.2	1,857.2	1,941.1	2,027.4	2,119.8	2,221.4
Rest of Europe	4,153.3	4,325.5	4,492.2	4,658.5	4,832.5	5,020.5
Total	19,702.3	20,315.7	20,905.5	21,497.0	22,129.1	22,830.6

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 92 EUROPE: LUXURY WINES AND SPIRITS MARKET, BY COUNTRY, 2019-2023 (HECTOLITRES)

Country	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Germany	6,653.5	6,771.6	6,888.5	7,003.9	7,124.8	1.75%
UK	3,310.3	3,359.6	3,407.9	3,455.2	3,504.8	1.46%
France	4,085.8	4,164.3	4,242.2	4,319.4	4,400.2	1.89%
Spain	1,838.1	1,889.1	1,940.5	1,992.4	2,046.6	2.74%
Italy	2,289.1	2,357.7	2,427.2	2,497.5	2,571.1	2.97%
Rest of Europe	5,197.9	5,377.7	5,559.6	5,743.6	5,935.2	3.40%
Total	23,374.7	23,920.0	24,465.9	25,011.9	25,582.7	2.30%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Europe luxury wines and spirits market is projected to witness a CAGR of 2.30% and it is projected to reach to 25,582.7 hectoliters during the forecast period 2018-2023. Germany is anticipated to account for the maximum market proportion in the Europe luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 7,124.8 hectoliters by the end of 2023. However, rest of Europe is projected to register the substantial growth rate (3.40%) during the forecast period 2018-2023.

TABLE 93 EUROPE: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2013-2018 (USD MILLION)

Type	2013	2014	2015	2016	2017	2018
Wine	9,958.9	10,386.8	10,811.2	11,253.9	11,716.0	12,212.2
Whisky	1,907.5	1,999.5	2,091.6	2,188.0	2,289.1	2,397.8
Rum	531.7	557.6	583.6	610.9	639.5	670.2
Brandy	978.9	1,018.5	1,057.5	1,098.3	1,140.7	1,186.3
Vodka	866.4	909.6	953.0	998.3	1,045.7	1,096.6
Gin	581.3	610.5	639.8	670.5	702.8	737.6
Tequila	422.7	444.6	466.7	490.0	514.5	540.9
Others	300.4	315.8	331.3	347.5	364.6	383.0
Total	15,547.7	16,242.9	16,934.6	17,657.5	18,413.1	19,224.7

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 94 EUROPE: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2019-2023 (USD MILLION)

Type	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Wine	12,608.7	13,017.3	13,438.5	13,872.5	14,319.6	3.24%
Whisky	2,513.0	2,633.7	2,760.2	2,892.8	3,031.7	4.80%
Rum	700.3	731.7	764.5	798.8	834.6	4.48%
Brandy	1,227.5	1,270.0	1,314.0	1,359.5	1,406.6	3.46%
Vodka	1,148.8	1,203.3	1,260.5	1,320.3	1,382.9	4.75%
Gin	767.5	798.5	830.9	864.5	899.5	4.05%
Tequila	564.3	588.8	614.3	640.9	668.7	4.34%
Others	399.0	415.6	432.9	450.9	469.6	4.16%
Total	19,928.9	20,658.9	21,415.6	22,200.1	23,013.3	3.66%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Europe luxury wines and spirits market is projected to witness a CAGR of 3.66% and it is projected to reach USD 23,013.3 Million during the forecast period 2018-2023. Wine segment is anticipated to account for the maximum market proportion in the Europe luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 14,319.6 Million by the end of 2023. However, whisky is projected to register the substantial growth rate (7.80%) during the forecast period 2018-2023.

TABLE 95 EUROPE: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2013-2018 (HECTOLITRES)

Type	2013	2014	2015	2016	2017	2018
Wine	12,620.1	12,991.3	13,346.2	13,701.0	14,080.5	14,502.8
Whisky	2,417.2	2,500.8	2,582.0	2,663.8	2,751.1	2,847.5
Rum	673.8	697.5	720.5	743.7	768.5	795.9
Brandy	1,240.5	1,273.8	1,305.5	1,337.1	1,370.9	1,408.9
Vodka	1,097.9	1,137.7	1,176.4	1,215.4	1,256.8	1,302.3
Gin	736.7	763.5	789.8	816.3	844.7	876.0
Tequila	535.6	556.1	576.2	596.6	618.3	642.3
Others	380.6	394.9	408.9	423.1	438.2	454.9
Total	19,702.3	20,315.7	20,905.5	21,497.0	22,129.1	22,830.6

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 96 EUROPE: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2019-2023 (HECTOLITRES)

Type	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Wine	14,788.8	15,072.2	15,352.5	15,629.5	15,918.4	1.88%
Whisky	2,947.5	3,049.4	3,153.3	3,259.2	3,370.2	3.43%
Rum	821.3	847.2	873.3	899.9	927.8	3.11%
Brandy	1,439.7	1,470.5	1,501.1	1,531.7	1,563.7	2.11%
Vodka	1,347.4	1,393.3	1,440.0	1,487.5	1,537.3	3.37%
Gin	900.2	924.6	949.2	974.0	999.9	2.68%
Tequila	661.9	681.7	701.8	722.1	743.4	2.97%
Others	468.0	481.2	494.5	508.0	522.0	2.79%
Total	23,374.7	23,920.0	24,465.9	25,011.9	25,582.7	2.30%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Europe luxury wines and spirits market is projected to witness a CAGR of 2.30% and it is projected to reach to 25,582.7 hectoliters during the forecast period 2018-2023. Wine segment is anticipated to account for the maximum market proportion in the Europe luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 15,918.4 hectoliters by the end of 2023. However, whisky is projected to register the substantial growth rate (3.43%) during the forecast period 2018-2023.

TABLE 97 EUROPE: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2013-2018 (USD MILLION)

Distribution Channel	2013	2014	2015	2016	2017	2018
Food Service	7,164.6	7,483.3	7,800.3	8,131.6	8,477.7	8,849.6
Food Retail	8,383.1	8,759.6	9,134.3	9,525.9	9,935.3	10,375.1
Total	15,547.7	16,242.9	16,934.6	17,657.5	18,413.1	19,224.7

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 98 EUROPE: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2019-2023 (USD MILLION)

Distribution Channel	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Food Service	9,181.5	9,526.0	9,883.4	10,254.4	10,639.3	3.75%
Food Retail	10,747.4	11,132.9	11,532.2	11,945.7	12,374.0	3.59%
Total	19,928.9	20,658.9	21,415.6	22,200.1	23,013.3	3.66%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Europe luxury wines and spirits market is projected to witness a CAGR of 3.66% and it is projected to reach USD 23,013.3 Million during the forecast period 2018-2023. Food retail segment is anticipated to account for the maximum market proportion in the Europe luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 12,374.0 Million by the end of 2023. However, food service segment is projected to register the substantial growth rate (3.75%) during the forecast period 2018-2023.

TABLE 99 EUROPE: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2013-2018 (HECTOLITRES)

Distribution Channel	2013	2014	2015	2016	2017	2018
Food Service	9,079.1	9,359.7	9,629.4	9,899.7	10,188.7	10,509.5
Food Retail	10,623.3	10,956.0	11,276.2	11,597.3	11,940.4	12,321.1
Total	19,702.3	20,315.7	20,905.5	21,497.0	22,129.1	22,830.6

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 100 EUROPE: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2019-2023 (HECTOLITRES)

Distribution Channel	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Food Service	10,769.1	11,029.7	11,291.1	11,553.2	11,827.2	2.39%
Food Retail	12,605.7	12,890.3	13,174.8	13,458.8	13,755.5	2.23%
Total	23,374.7	23,920.0	24,465.9	25,011.9	25,582.7	2.30%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Europe luxury wines and spirits market is projected to witness a CAGR of 2.30% and it is projected to reach to 25,582.7 hectoliters during the forecast period 2018-2023. Food retail segment is anticipated to account for the maximum market proportion in the Europe luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 13,755.5 hectoliters by the end of 2023. However, food service segment is projected to register the substantial growth rate (2.39%) during the forecast period 2018-2023.

8.3.1 Germany

TABLE 101 GERMANY: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2013-2018 (USD MILLION)

Type	2013	2014	2015	2016	2017	2018
Wine	3,005.8	3,112.0	3,215.2	3,321.9	3,432.3	3,550.5
Whisky	566.4	592.5	618.7	646.0	674.6	705.4
Rum	157.0	163.8	170.6	177.7	185.2	193.1
Brandy	275.4	282.5	289.2	296.1	303.2	310.9
Vodka	231.8	242.3	252.9	263.9	275.4	287.8
Gin	137.7	145.4	153.1	161.3	170.0	179.4
Tequila	126.2	132.9	139.7	146.8	154.2	162.3
Others	89.5	93.9	98.2	102.8	107.6	112.8
Total	4,589.7	4,765.3	4,937.6	5,116.6	5,302.6	5,502.1

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 102 GERMANY: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2019-2023 (USD MILLION)

Type	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Wine	3,646.1	3,744.0	3,844.4	3,947.2	4,052.5	2.68%
Whisky	735.3	766.6	799.1	833.1	868.4	4.25%
Rum	200.7	208.5	216.7	225.1	233.9	3.91%
Brandy	319.7	328.8	338.1	347.7	357.6	2.84%
Vodka	299.5	311.6	324.3	337.5	351.2	4.07%
Gin	185.9	192.7	199.8	207.1	214.7	3.66%
Tequila	168.6	175.1	181.8	188.8	196.1	3.86%
Others	116.9	121.1	125.4	129.9	134.6	3.60%
Total	5,672.6	5,848.4	6,029.7	6,216.5	6,409.2	3.10%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Germany luxury wines and spirits market is projected to witness a CAGR of 3.10% and it is projected to reach USD 6,409.2 Million during the forecast period 2018-2023. Wine segment is anticipated to account for the maximum market proportion in the Germany luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 4,052.5 Million by the end of 2023. However, whisky is projected to register the substantial growth rate (4.25%) during the forecast period 2018-2023.

TABLE 103 GERMANY: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2013-2018 (USD MILLION)

Distribution Channel	2013	2014	2015	2016	2017	2018
Food Service	2105.7	2187.0	2266.7	2349.6	2435.8	2528.2
Food Retail	2483.9	2578.3	2670.8	2766.9	2866.8	2973.9
Total	4,589.7	4,765.3	4,937.6	5,116.6	5,302.6	5,502.1

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 104 GERMANY: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2019-2023 (USD MILLION)

Distribution Channel	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Food Service	2608.3	2690.9	2776.1	2864.0	2954.6	3.17%
Food Retail	3064.4	3157.6	3253.6	3352.6	3454.6	3.04%
Total	5,672.6	5,848.4	6,029.7	6,216.5	6,409.2	3.10%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Germany luxury wines and spirits market is projected to witness a CAGR of 3.10% and it is projected to reach USD 6,409.2 Million during the forecast period 2018-2023. Food retail segment is anticipated to account for the maximum market proportion in the Germany luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 3454.6 Million by the end of 2023. However, food service segment is projected to register the substantial growth rate (3.17%) during the forecast period 2018-2023.

TABLE 105 GERMANY: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2013-2018 (HECTOLITRES)

Type	2013	2014	2015	2016	2017	2018
Wine	3,809.0	3,892.3	3,969.1	4,044.2	4,125.0	4,216.5
Whisky	717.7	741.1	763.7	786.5	810.8	837.7
Rum	198.9	204.9	210.6	216.4	222.5	229.3
Brandy	349.0	353.3	357.0	360.5	364.4	369.2
Vodka	293.7	303.1	312.2	321.3	331.0	341.7
Gin	174.5	181.8	189.0	196.4	204.3	213.0
Tequila	159.9	166.2	172.4	178.7	185.4	192.8
Others	113.4	117.4	121.3	125.2	129.3	133.9
Total	5,816.1	5,960.2	6,095.4	6,229.1	6,372.7	6,534.1

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 106 GERMANY: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2019-2023 (HECTOLITRES)

Type	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Wine	4,276.5	4,335.1	4,392.0	4,447.2	4,505.0	1.33%
Whisky	862.5	887.6	912.9	938.6	965.4	2.88%
Rum	235.4	241.4	247.5	253.7	260.1	2.54%
Brandy	375.0	380.7	386.3	391.8	397.6	1.49%
Vodka	351.2	360.8	370.5	380.2	390.4	2.70%
Gin	218.1	223.2	228.3	233.4	238.7	2.30%
Tequila	197.7	202.7	207.7	212.8	218.0	2.49%
Others	137.1	140.2	143.3	146.4	149.6	2.24%
Total	6,653.5	6,771.6	6,888.5	7,003.9	7,124.8	1.75%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Germany luxury wines and spirits market is projected to witness a CAGR of 1.75% and it is projected to reach to 7,124.8 hectoliters during the forecast period 2018-2023. Wine segment is anticipated to account for the maximum market proportion in the Germany luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 4,505.0 hectoliters by the end of 2023. However, whisky and vodka are projected to register the substantial growth rate (2.88%) during the forecast period 2018-2023.

TABLE 107 GERMANY: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2013-2018 (HECTOLITRES)

Distribution Channel	2013	2014	2015	2016	2017	2018
Food Service	2668.4	2735.4	2798.3	2860.5	2927.4	3002.4
Food Retail	3147.7	3224.8	3297.1	3368.6	3445.3	3531.7
Total	5,816.1	5,960.2	6,095.4	6,229.1	6,372.7	6,534.1

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 108 GERMANY: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2019-2023 (HECTOLITRES)

Distribution Channel	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Food Service	3059.3	3115.6	3171.5	3226.7	3284.5	1.81%
Food Retail	3594.2	3656.0	3717.0	3777.2	3840.3	1.69%
Total	6,653.5	6,771.6	6,888.5	7,003.9	7,124.8	1.75%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Germany luxury wines and spirits market is projected to witness a CAGR of 1.75% and it is projected to reach to 7,124.8 hectoliters during the forecast period 2018-2023. Food retail segment is anticipated to account for the maximum market proportion in the Germany luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 3840.3

hectoliters by the end of 2023. However, food service segment is projected to register the substantial growth rate (1.81%) during the forecast period 2018-2023.

8.3.2 UK

TABLE 109 UK: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2013-2018 (USD MILLION)

Type	2013	2014	2015	2016	2017	2018
Wine	1,514.6	1,560.7	1,604.9	1,650.6	1,697.6	1,748.2
Whisky	291.2	300.8	310.1	319.7	329.7	340.4
Rum	69.7	72.2	74.6	77.0	79.6	82.4
Brandy	140.6	144.7	148.6	152.6	156.7	161.1
Vodka	94.5	98.0	101.4	105.0	108.6	112.6
Gin	161.9	167.7	173.5	179.4	185.6	192.2
Tequila	50.6	52.5	54.3	56.3	58.3	60.4
Others	40.2	41.7	43.2	44.7	46.3	48.0
Total	2,363.3	2,438.3	2,510.6	2,585.3	2,662.4	2,745.3

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 110 UK: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2019-2023 (USD MILLION)

Type	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Wine	1,790.9	1,834.5	1,879.0	1,924.6	1,971.1	2.43%
Whisky	354.4	368.9	384.0	399.8	416.2	4.10%
Rum	85.2	88.2	91.3	94.4	97.7	3.48%
Brandy	165.2	169.4	173.7	178.1	182.5	2.53%
Vodka	116.6	120.7	125.0	129.4	134.0	3.55%
Gin	198.1	204.3	210.6	217.1	223.9	3.10%
Tequila	62.3	64.3	66.3	68.4	70.6	3.18%
Others	49.7	51.4	53.1	54.9	56.8	3.39%
Total	2,822.3	2,901.6	2,983.0	3,066.7	3,152.8	2.81%

Source: Industry Expert, Secondary Research, and MRFR Analysis

UK luxury wines and spirits market is projected to witness a CAGR of 2.81% and it is projected to reach USD 3,152.8 Million during the forecast period 2018-2023. Wine segment is anticipated to account for the maximum market proportion in the UK luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 1,971.1 Million by the end of 2023. However, whisky is projected to register the substantial growth rate (4.10%) during the forecast period 2018-2023.

TABLE 111 UK: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2013-2018 (USD MILLION)

Distribution Channel	2013	2014	2015	2016	2017	2018
Food Service	1092.5	1127.6	1161.3	1196.3	1232.3	1271.1
Food Retail	1270.7	1310.7	1349.2	1389.0	1430.1	1474.2
Total	2,363.3	2,438.3	2,510.6	2,585.3	2,662.4	2,745.3

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 112 UK: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2019-2023 (USD MILLION)

Distribution Channel	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Food Service	1309.3	1348.6	1389.2	1430.9	1473.9	3.01%
Food Retail	1513.1	1552.9	1593.8	1635.8	1678.9	2.63%
Total	2,822.3	2,901.6	2,983.0	3,066.7	3,152.8	2.81%

Source: Industry Expert, Secondary Research, and MRFR Analysis

UK luxury wines and spirits market is projected to witness a CAGR of 2.81% and it is projected to reach USD 3,152.8 Million during the forecast period 2018-2023. Food retail segment is anticipated to account for the maximum market proportion in the UK luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 1678.9 Million by the end of 2023. However, food service segment is projected to register the substantial growth rate (3.01%) during the forecast period 2018-2023.

TABLE 113 UK: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2013-2018 (HECTOLITRES)

Type	2013	2014	2015	2016	2017	2018
Wine	1,919.3	1,952.1	1,981.3	2,009.5	2,040.3	2,076.1
Whisky	369.0	376.2	382.8	389.3	396.3	404.3
Rum	88.3	90.3	92.0	93.8	95.7	97.8
Brandy	178.2	181.0	183.4	185.8	188.3	191.4
Vodka	119.8	122.6	125.2	127.8	130.5	133.7
Gin	205.1	209.8	214.1	218.4	223.0	228.2
Tequila	64.1	65.6	67.1	68.5	70.0	71.7
Others	50.9	52.1	53.3	54.4	55.7	57.1
Total	2,994.8	3,049.7	3,099.3	3,147.4	3,199.7	3,260.2

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 114 UK: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2019-2023 (HECTOLITRES)

Type	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Wine	2,100.5	2,124.1	2,146.7	2,168.4	2,191.2	1.09%
Whisky	415.6	427.1	438.7	450.4	462.6	2.73%
Rum	100.0	102.1	104.3	106.4	108.6	2.13%
Brandy	193.8	196.1	198.4	200.6	202.9	1.18%
Vodka	136.7	139.7	142.8	145.8	149.0	2.19%
Gin	232.4	236.5	240.6	244.6	248.8	1.75%
Tequila	73.1	74.4	75.8	77.1	78.5	1.82%
Others	58.3	59.5	60.7	61.8	63.1	2.03%
Total	3,310.3	3,359.6	3,407.9	3,455.2	3,504.8	1.46%

Source: Industry Expert, Secondary Research, and MRFR Analysis

UK luxury wines and spirits market is projected to witness a CAGR of 1.46% and it is projected to reach to 3,504.8 hectoliters during the forecast period 2018-2023. Wine segment is anticipated to account for the maximum market proportion in the UK luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 2,191.2 hectoliters by the end of 2023. However, whisky is projected to register the substantial growth rate (2.73%) during the forecast period 2018-2023.

TABLE 115 UK: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2013-2018 (HECTOLITRES)

Distribution Channel	2013	2014	2015	2016	2017	2018
Food Service	1384.5	1410.3	1433.7	1456.4	1481.0	1509.5
Food Retail	1610.3	1639.4	1665.6	1691.0	1718.7	1750.7
Total	2,994.8	3,049.7	3,099.3	3,147.4	3,199.7	3,260.2

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 116 UK: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2019-2023 (HECTOLITRES)

Distribution Channel	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Food Service	1535.7	1561.5	1587.0	1612.2	1638.5	1.65%
Food Retail	1774.7	1798.1	1820.8	1843.0	1866.3	1.29%
Total	3,310.3	3,359.6	3,407.9	3,455.2	3,504.8	1.46%

Source: Industry Expert, Secondary Research, and MRFR Analysis

UK luxury wines and spirits market is projected to witness a CAGR of 1.46% and it is projected to reach to 3,504.8 hectoliters during the forecast period 2018-2023. Food retail segment is anticipated to account for the maximum market proportion in the UK luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 1866.3 hectoliters by the end of 2023. However, food service segment is projected to register the substantial growth rate (1.65%) during the forecast period 2018-2023.

8.3.3 France

TABLE 117 FRANCE: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2013-2018 (USD MILLION)

Type	2013	2014	2015	2016	2017	2018
Wine	1,913.3	1,976.4	2,037.5	2,100.6	2,165.9	2,235.9
Whisky	321.9	333.1	344.0	355.3	367.0	379.6
Rum	97.8	101.4	104.9	108.6	112.3	116.4
Brandy	175.2	180.7	186.0	191.4	197.1	203.1
Vodka	139.5	144.6	149.6	154.8	160.2	166.0
Gin	87.7	91.0	94.2	97.5	100.9	104.6
Tequila	86.6	89.8	92.9	96.2	99.6	103.2
Others	54.4	56.4	58.5	60.6	62.8	65.1
Total	2,876.3	2,973.4	3,067.5	3,164.9	3,265.7	3,373.9

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 118 FRANCE: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2019-2023 (USD MILLION)

Type	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Wine	2,301.1	2,368.1	2,437.0	2,507.7	2,580.4	2.91%
Whisky	395.6	412.4	429.9	448.1	467.1	4.24%
Rum	120.9	125.5	130.3	135.3	140.5	3.84%
Brandy	209.2	215.5	222.0	228.6	235.5	3.00%
Vodka	173.0	180.2	187.8	195.6	203.9	4.19%
Gin	108.7	112.9	117.3	121.9	126.7	3.90%
Tequila	107.4	111.8	116.3	121.0	125.9	4.04%
Others	67.6	70.1	72.8	75.5	78.4	3.78%
Total	3,483.5	3,596.5	3,713.3	3,833.8	3,958.3	3.25%

Source: Industry Expert, Secondary Research, and MRFR Analysis

France luxury wines and spirits market is projected to witness a CAGR of 3.25% and it is projected to reach USD 3,958.3 Million during the forecast period 2018-2023. Wine segment is anticipated to account for the maximum market proportion in the France luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 2,580.4 Million by the end of 2023. However, whisky is projected to register the substantial growth rate (4.24%) during the forecast period 2018-2023.

TABLE 119 FRANCE: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2013-2018 (USD MILLION)

Distribution Channel	2013	2014	2015	2016	2017	2018
Food Service	1436.1	1484.4	1531.3	1579.7	1629.8	1683.6
Food Retail	1440.2	1489.0	1536.3	1585.3	1635.9	1690.3
Total	2,876.3	2,973.4	3,067.5	3,164.9	3,265.7	3,373.9

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 120 FRANCE: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2019-2023 (USD MILLION)

Distribution Channel	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Food Service	1737.2	1792.5	1849.6	1908.5	1969.2	3.18%
Food Retail	1746.3	1804.0	1863.7	1925.4	1989.0	3.31%
Total	3,483.5	3,596.5	3,713.3	3,833.8	3,958.3	3.25%

Source: Industry Expert, Secondary Research, and MRFR Analysis

France luxury wines and spirits market is projected to witness a CAGR of 3.25% and it is projected to reach USD 3,958.3 Million during the forecast period 2018-2023. Food retail segment is anticipated to account for the maximum market proportion in the France luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 1989.0 Million by the end of 2023. However, food retail segment is projected to register the substantial growth rate (3.31%) during the forecast period 2018-2023.

TABLE 121 FRANCE: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2013-2018 (HECTOLITRES)

Type	2013	2014	2015	2016	2017	2018
Wine	2,424.6	2,472.0	2,515.2	2,557.3	2,603.0	2,655.3
Whisky	407.9	416.6	424.7	432.6	441.1	450.8
Rum	123.9	126.8	129.5	132.2	135.0	138.2
Brandy	222.0	226.0	229.6	233.0	236.8	241.2
Vodka	176.8	180.9	184.7	188.5	192.5	197.1
Gin	111.2	113.8	116.3	118.7	121.3	124.2
Tequila	109.7	112.3	114.7	117.1	119.7	122.6
Others	68.9	70.6	72.2	73.7	75.4	77.3
Total	3,644.9	3,719.0	3,786.8	3,853.1	3,924.8	4,006.8

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 122 FRANCE: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2019-2023 (HECTOLITRES)

Type	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Wine	2,699.0	2,741.9	2,784.1	2,825.3	2,868.5	1.56%
Whisky	464.1	477.5	491.1	504.8	519.2	2.87%
Rum	141.8	145.3	148.9	152.5	156.2	2.48%
Brandy	245.4	249.5	253.6	257.6	261.8	1.65%
Vodka	202.9	208.7	214.5	220.4	226.6	2.83%
Gin	127.5	130.7	134.0	137.3	140.8	2.54%
Tequila	126.0	129.4	132.8	136.3	139.9	2.68%
Others	79.3	81.2	83.1	85.1	87.1	2.41%
Total	4,085.8	4,164.3	4,242.2	4,319.4	4,400.2	1.89%

Source: Industry Expert, Secondary Research, and MRFR Analysis

France luxury wines and spirits market is projected to witness a CAGR of 1.89% and it is projected to reach to 4,400.2 hectoliters during the forecast period 2018-2023. Wine segment is anticipated to account for the maximum market proportion in the France luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 2,868.5 hectoliters by the end of 2023. However, whisky is projected to register the substantial growth rate (2.87%) during the forecast period 2018-2023.

TABLE 123 FRANCE: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2013-2018 (HECTOLITRES)

Distribution Channel	2013	2014	2015	2016	2017	2018
Food Service	1819.9	1856.7	1890.3	1923.2	1958.7	1999.4
Food Retail	1825.0	1862.3	1896.5	1930.0	1966.1	2007.4
Total	3,644.9	3,719.0	3,786.8	3,853.1	3,924.8	4,006.8

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 124 FRANCE: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2019-2023 (HECTOLITRES)

Distribution Channel	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Food Service	2037.6	2075.5	2113.0	2150.2	2189.1	1.83%
Food Retail	2048.2	2088.8	2129.2	2169.2	2211.1	1.95%
Total	4,085.8	4,164.3	4,242.2	4,319.4	4,400.2	1.89%

Source: Industry Expert, Secondary Research, and MRFR Analysis

France luxury wines and spirits market is projected to witness a CAGR of 1.89% and it is projected to reach to 4,400.2 hectoliters during the forecast period 2018-2023. Food retail segment is anticipated to account for the maximum market proportion in the France luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 2211.1hectolitres by the end of 2023. However, food retail segment is projected to register the substantial growth rate (1.95%) during the forecast period 2018-2023.

8.3.4 Spain

TABLE 125 SPAIN: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2013-2018 (USD MILLION)

Type	2013	2014	2015	2016	2017	2018
Wine	684.4	737.1	792.2	851.6	915.5	985.4
Whisky	122.7	132.4	142.6	153.6	165.4	178.4
Rum	31.3	33.8	36.6	39.5	42.7	46.2
Brandy	71.6	77.0	82.6	88.7	95.2	102.4
Vodka	44.3	47.8	51.6	55.6	60.0	64.7
Gin	35.9	38.8	41.9	45.2	48.8	52.7
Tequila	31.8	34.3	37.0	39.9	43.0	46.4
Others	19.8	21.4	23.1	25.0	27.0	29.2
Total	1,041.7	1,122.7	1,207.6	1,299.0	1,397.5	1,505.3

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 126 SPAIN: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2019-2023 (USD MILLION)

Type	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Wine	1,021.8	1,059.5	1,098.6	1,139.0	1,180.8	3.68%
Whisky	187.5	197.1	207.1	217.7	228.8	5.11%
Rum	48.5	50.9	53.4	56.0	58.7	4.91%
Brandy	106.3	110.4	114.7	119.1	123.7	3.86%
Vodka	68.7	73.0	77.5	82.3	87.5	6.20%
Gin	55.2	57.8	60.5	63.3	66.3	4.70%
Tequila	48.6	50.9	53.4	55.9	58.6	4.81%
Others	30.6	32.0	33.5	35.0	36.6	4.64%
Total	1,567.2	1,631.5	1,698.6	1,768.4	1,841.1	4.11%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Spain luxury wines and spirits market is projected to witness a CAGR of 4.11% and it is projected to reach USD 1,841.1 Million during the forecast period 2018-2023. Wine segment is anticipated to account for the maximum market proportion in the Spain luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 1,180.8 Million by the end of 2023. However, whisky is projected to register the substantial growth rate (5.11%) during the forecast period 2018-2023.

TABLE 127 SPAIN: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2013-2018 (USD MILLION)

Distribution Channel	2013	2014	2015	2016	2017	2018
Food Service	440.0	474.4	510.4	549.2	591.0	636.7
Food Retail	601.7	648.4	697.2	749.8	806.5	868.6
Total	1,041.7	1,122.7	1,207.6	1,299.0	1,397.5	1,505.3

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 128 SPAIN: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2019-2023 (USD MILLION)

Distribution Channel	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Food Service	664.5	693.4	723.6	755.1	788.0	4.35%
Food Retail	902.7	938.2	975.0	1013.3	1053.1	3.93%
Total	1,567.2	1,631.5	1,698.6	1,768.4	1,841.1	4.11%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Spain luxury wines and spirits market is projected to witness a CAGR of 4.11% and it is projected to reach USD 1,841.1 Million during the forecast period 2018-2023. Food retail segment is anticipated to account for the maximum market proportion in the Spain luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 1053.1Million by the end of 2023. However, food service segment is projected to register the substantial growth rate (4.35%) during the forecast period 2018-2023.

TABLE 129 SPAIN: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2013-2018 (HECTOLITRES)

Type	2013	2014	2015	2016	2017	2018
Wine	867.3	921.9	978.0	1,036.8	1,100.2	1,170.2
Whisky	155.5	165.6	176.0	187.0	198.8	211.8
Rum	39.6	42.3	45.1	48.1	51.3	54.9
Brandy	90.7	96.3	102.0	108.0	114.4	121.6
Vodka	56.1	59.8	63.7	67.7	72.1	76.9
Gin	45.5	48.6	51.7	55.0	58.6	62.6
Tequila	40.3	42.9	45.6	48.5	51.6	55.1
Others	25.1	26.8	28.6	30.4	32.4	34.7
Total	1,320.1	1,404.2	1,490.8	1,581.5	1,679.5	1,787.6

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 130 SPAIN: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2019-2023 (HECTOLITRES)

Type	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Wine	1,198.5	1,226.8	1,255.0	1,283.2	1,312.6	2.32%
Whisky	219.9	228.2	236.6	245.3	254.4	3.73%
Rum	56.9	58.9	61.0	63.1	65.3	3.53%
Brandy	124.7	127.9	131.0	134.2	137.5	2.50%
Vodka	80.6	84.5	88.6	92.8	97.2	4.81%
Gin	64.7	66.9	69.1	71.3	73.7	3.32%
Tequila	57.0	59.0	61.0	63.0	65.2	3.43%
Others	35.8	37.0	38.2	39.4	40.7	3.27%
Total	1,838.1	1,889.1	1,940.5	1,992.4	2,046.6	2.74%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Spain luxury wines and spirits market is projected to witness a CAGR of 2.74% and it is projected to reach to 2,046.6 hectoliters during the forecast period 2018-2023. Wines segment is anticipated to account for the maximum market proportion in the Spain luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 1,312.6 hectoliters by the end of 2023. However, vodka is projected to register the substantial growth rate (4.81%) during the forecast period 2018-2023.

TABLE 131 SPAIN: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2013-2018 (HECTOLITRES)

Distribution Channel	2013	2014	2015	2016	2017	2018
Food Service	557.6	593.3	630.1	668.6	710.2	756.2
Food Retail	762.5	810.9	860.7	912.9	969.3	1031.5
Total	1,320.1	1,404.2	1,490.8	1,581.5	1,679.5	1,787.6

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 132 SPAIN: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2019-2023 (HECTOLITRES)

Distribution Channel	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Food Service	779.4	802.9	826.7	850.7	876.0	2.98%
Food Retail	1058.8	1086.2	1113.9	1141.6	1170.7	2.56%
Total	1,838.1	1,889.1	1,940.5	1,992.4	2,046.6	2.74%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Spain luxury wines and spirits market is projected to witness a CAGR of 2.74% and it is projected to reach to 2,046.6 hectoliters during the forecast period 2018-2023. Food retail segment is anticipated to account for the maximum market proportion in the Spain luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 1170.7 hectoliters by the end of 2023. However, food service segment is projected to register the substantial growth rate (2.98%) during the forecast period 2018-2023.

8.3.5 Italy

TABLE 133 ITALY: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2013-2018 (USD MILLION)

Type	2013	2014	2015	2016	2017	2018
Wine	912.3	967.4	1,023.6	1,083.3	1,146.5	1,214.9
Whisky	171.1	181.8	192.7	204.4	216.7	230.1
Rum	50.1	53.3	56.7	60.2	64.0	68.1
Brandy	86.8	91.9	97.2	102.7	108.7	115.0
Vodka	63.0	67.0	71.1	75.4	80.1	85.1
Gin	43.4	46.1	49.0	52.0	55.2	58.7
Tequila	43.9	46.7	49.6	52.7	55.9	59.5
Others	28.7	30.6	32.5	34.5	36.7	39.1
Total	1,399.3	1,484.8	1,572.4	1,665.3	1,763.9	1,870.6

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 134 ITALY: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2019-2023 (USD MILLION)

Type	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Wine	1,263.5	1,313.9	1,366.2	1,420.6	1,477.1	3.99%
Whisky	242.4	255.3	268.9	283.2	298.4	5.33%
Rum	71.6	75.2	79.1	83.2	87.4	5.13%
Brandy	119.7	124.6	129.6	134.9	140.4	4.06%
Vodka	89.6	94.3	99.2	104.4	109.9	5.24%
Gin	61.6	64.6	67.7	71.0	74.5	4.86%
Tequila	62.5	65.6	68.9	72.3	76.0	5.02%
Others	40.9	42.9	44.9	47.0	49.3	4.73%
Total	1,951.7	2,036.3	2,124.6	2,216.7	2,312.8	4.34%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Italy luxury wines and spirits market is projected to witness a CAGR of 4.34% and it is projected to reach USD 2,312.8 Million during the forecast period 2018-2023. Wine segment is anticipated to account for the maximum market proportion in the Italy luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 1,477.1 Million by the end of 2023. However, whisky is projected to register the substantial growth rate (5.33%) during the forecast period 2018-2023.

TABLE 135 ITALY: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2013-2018 (USD MILLION)

Distribution Channel	2013	2014	2015	2016	2017	2018
Food Service	637.2	676.4	716.5	759.0	804.1	853.0
Food Retail	762.1	808.5	856.0	906.3	959.8	1017.6
Total	1,399.3	1,484.8	1,572.4	1,665.3	1,763.9	1,870.6

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 136 ITALY: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2019-2023 (USD MILLION)

Distribution Channel	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Food Service	891.1	931.0	972.6	1016.1	1061.6	4.47%
Food Retail	1060.5	1105.3	1152.0	1200.6	1251.2	4.22%
Total	1,951.7	2,036.3	2,124.6	2,216.7	2,312.8	4.34%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Italy luxury wines and spirits market is projected to witness a CAGR of 4.34% and it is projected to reach USD 2,312.8 Million during the forecast period 2018-2023. Food retail segment is anticipated to account for the maximum market proportion in the Italy luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 1251.2 Million by the end of 2023. However, food service segment is projected to register the substantial growth rate (4.47%) during the forecast period 2018-2023.

TABLE 137 ITALY: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2013-2018 (HECTOLITRES)

Type	2013	2014	2015	2016	2017	2018
Wine	1,156.1	1,209.9	1,263.7	1,318.8	1,377.9	1,442.8
Whisky	216.9	227.4	237.9	248.8	260.4	273.2
Rum	63.5	66.7	70.0	73.3	76.9	80.9
Brandy	109.9	115.0	120.0	125.1	130.6	136.6
Vodka	79.8	83.8	87.7	91.8	96.2	101.1
Gin	55.0	57.7	60.5	63.3	66.4	69.8
Tequila	55.7	58.5	61.3	64.1	67.2	70.6
Others	36.4	38.2	40.1	42.0	44.1	46.4
Total	1,773.2	1,857.2	1,941.1	2,027.4	2,119.8	2,221.4

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 138 ITALY: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2019-2023 (HECTOLITRES)

Type	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Wine	1,481.9	1,521.3	1,560.8	1,600.5	1,642.0	2.62%
Whisky	284.3	295.6	307.2	319.1	331.7	3.95%
Rum	84.0	87.1	90.4	93.7	97.2	3.75%
Brandy	140.4	144.2	148.1	152.0	156.1	2.70%
Vodka	105.1	109.1	113.3	117.6	122.1	3.86%
Gin	72.2	74.8	77.4	80.0	82.8	3.49%
Tequila	73.3	76.0	78.7	81.5	84.5	3.64%
Others	48.0	49.7	51.3	53.0	54.8	3.36%
Total	2,289.1	2,357.7	2,427.2	2,497.5	2,571.1	2.97%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Italy luxury wines and spirits market is projected to witness a CAGR of 2.97% and it is projected to reach to 2,571.1 hectoliters during the forecast period 2018-2023. Wine segment is anticipated to account for the maximum market proportion in the Italy luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 1,642.0 hectoliters by the end of 2023. However, whisky is projected to register the substantial growth rate (3.95%) during the forecast period 2018-2023.

TABLE 139 ITALY: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2013-2018 (HECTOLITRES)

Distribution Channel	2013	2014	2015	2016	2017	2018
Food Service	807.5	846.0	884.5	924.0	966.4	1013.0
Food Retail	965.7	1011.2	1056.7	1103.4	1153.4	1208.5
Total	1,773.2	1,857.2	1,941.1	2,027.4	2,119.8	2,221.4

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 140 ITALY: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2019-2023 (HECTOLITRES)

Distribution Channel	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Food Service	1045.2	1078.0	1111.2	1144.8	1180.1	3.10%
Food Retail	1243.9	1279.8	1316.0	1352.6	1390.9	2.85%
Total	2,289.1	2,357.7	2,427.2	2,497.5	2,571.1	2.97%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Italy luxury wines and spirits market is projected to witness a CAGR of 2.97% and it is projected to reach to 2,571.1 hectoliters during the forecast period 2018-2023. Food retail segment is anticipated to account for the maximum market proportion in the Italy luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 1390.9 hectoliters by the end of 2023. However, food service segment is projected to register the substantial growth rate (3.10%) during the forecast period 2018-2023.

8.3.6 Rest of Europe

TABLE 141 REST OF EUROPE: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2013-2018 (USD MILLION)

Type	2013	2014	2015	2016	2017	2018
Wine	1,928.5	2,033.2	2,137.7	2,246.0	2,358.2	2,477.3
Whisky	434.3	458.8	483.5	509.1	535.7	563.9
Rum	125.9	133.1	140.3	147.9	155.7	164.0
Brandy	229.4	241.7	254.0	266.7	279.9	293.8
Vodka	293.3	309.9	326.4	343.6	361.5	380.5
Gin	114.7	121.4	128.1	135.1	142.3	150.1
Tequila	83.6	88.4	93.2	98.3	103.5	109.1
Others	67.8	71.8	75.8	79.9	84.2	88.8
Total	3,277.5	3,458.3	3,638.9	3,826.4	4,021.0	4,227.5

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 142 REST OF EUROPE: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2019-2023 (USD MILLION)

Type	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Wine	2,585.4	2,697.3	2,813.3	2,933.4	3,057.7	4.30%
Whisky	597.8	633.5	671.1	710.9	752.8	5.95%
Rum	173.4	183.3	193.7	204.7	216.2	5.68%
Brandy	307.3	321.3	335.9	351.0	366.8	4.54%
Vodka	401.5	423.5	446.7	471.0	496.5	5.47%
Gin	158.0	166.3	174.9	184.0	193.5	5.22%
Tequila	115.0	121.1	127.6	134.4	141.5	5.34%
Others	93.4	98.2	103.2	108.5	114.0	5.13%
Total	4,431.6	4,644.5	4,866.5	5,097.9	5,339.1	4.78%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Rest of Europe luxury wines and spirits market is projected to witness a CAGR of 4.78% and it is projected to reach USD 5,339.1 Million during the forecast period 2018-2023. Wine segment is anticipated to account for the maximum market proportion in the rest of Europe luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 3,057.7 Million by the end of 2023. However, whisky is projected to register the substantial growth rate (5.95%) during the forecast period 2018-2023.

TABLE 143 REST OF EUROPE: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2013-2018 (USD MILLION)

Distribution Channel	2013	2014	2015	2016	2017	2018
Food Service	1452.9	1533.6	1614.2	1697.9	1784.8	1877.0
Food Retail	1824.6	1924.8	2024.8	2128.6	2236.2	2350.5
Total	3,277.5	3,458.3	3,638.9	3,826.4	4,021.0	4,227.5

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 144 REST OF EUROPE: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2019-2023 (USD MILLION)

Distribution Channel	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Food Service	1971.2	2069.6	2172.4	2279.8	2391.9	4.97%
Food Retail	2460.5	2574.9	2694.1	2818.1	2947.2	4.63%
Total	4,431.6	4,644.5	4,866.5	5,097.9	5,339.1	4.78%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Rest of Europe luxury wines and spirits market is projected to witness a CAGR of 4.78% and it is projected to reach USD 5,339.1 Million during the forecast period 2018-2023. Food retail segment is anticipated to account for the maximum market proportion in the rest of Europe luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 2947.2 Million by the end of 2023. However, food service segment is projected to register the substantial growth rate (4.97%) during the forecast period 2018-2023.

TABLE 145 REST OF EUROPE: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2013-2018 (HECTOLITRES)

Type	2013	2014	2015	2016	2017	2018
Wine	2,443.8	2,543.0	2,638.9	2,734.4	2,834.2	2,942.0
Whisky	550.3	573.9	596.8	619.8	643.8	669.7
Rum	159.5	166.4	173.2	180.0	187.1	194.8
Brandy	290.7	302.3	313.6	324.7	336.3	348.9
Vodka	371.7	387.6	402.9	418.3	434.4	451.8
Gin	145.4	151.8	158.1	164.4	171.1	178.2
Tequila	105.9	110.6	115.1	119.6	124.4	129.5
Others	86.0	89.8	93.5	97.3	101.2	105.4
Total	4,153.3	4,325.5	4,492.2	4,658.5	4,832.5	5,020.5

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 146 REST OF EUROPE: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2019-2023 (HECTOLITRES)

Type	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Wine	3,032.4	3,123.1	3,214.0	3,304.9	3,399.1	2.93%
Whisky	701.1	733.5	766.7	800.9	836.9	4.56%
Rum	203.4	212.3	221.3	230.6	240.4	4.29%
Brandy	360.4	372.0	383.7	395.5	407.7	3.17%
Vodka	470.9	490.4	510.3	530.7	552.0	4.08%
Gin	185.3	192.5	199.9	207.3	215.2	3.84%
Tequila	134.8	140.2	145.8	151.4	157.3	3.96%
Others	109.5	113.7	117.9	122.2	126.7	3.75%
Total	5,197.9	5,377.7	5,559.6	5,743.6	5,935.2	3.40%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Rest of Europe luxury wines and spirits market is projected to witness a CAGR of 3.40% and it is projected to reach to 5,935.2 hectoliters during the forecast period 2018-2023. Wine segment is anticipated to account for the maximum market proportion in the rest of Europe luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 3,399.1 hectoliters by the end of 2023. However, whisky is projected to register the substantial growth rate (4.65%) during the forecast period 2018-2023.

TABLE 147 REST OF EUROPE: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2013-2018 (HECTOLITRES)

Distribution Channel	2013	2014	2015	2016	2017	2018
Food Service	1841.1	1918.1	1992.7	2067.1	2144.9	2229.1
Food Retail	2312.1	2407.4	2499.6	2591.4	2687.5	2791.4
Total	4,153.3	4,325.5	4,492.2	4,658.5	4,832.5	5,020.5

Source: Industry Expert, Secondary Research, and MRFR Analysis

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TABLE 148 REST OF EUROPE: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2019-2023 (HECTOLITRES)

Distribution Channel	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Food Service	2312.0	2396.3	2481.8	2568.5	2659.0	3.59%
Food Retail	2885.9	2981.4	3077.8	3175.1	3276.2	3.26%
Total	5,197.9	5,377.7	5,559.6	5,743.6	5,935.2	3.40%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Rest of Europe luxury wines and spirits market is projected to witness a CAGR of 3.40% and it is projected to reach to 5,935.2 hectoliters during the forecast period 2018-2023. Food retail segment is anticipated to account for the maximum market proportion in the rest of Europe luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to

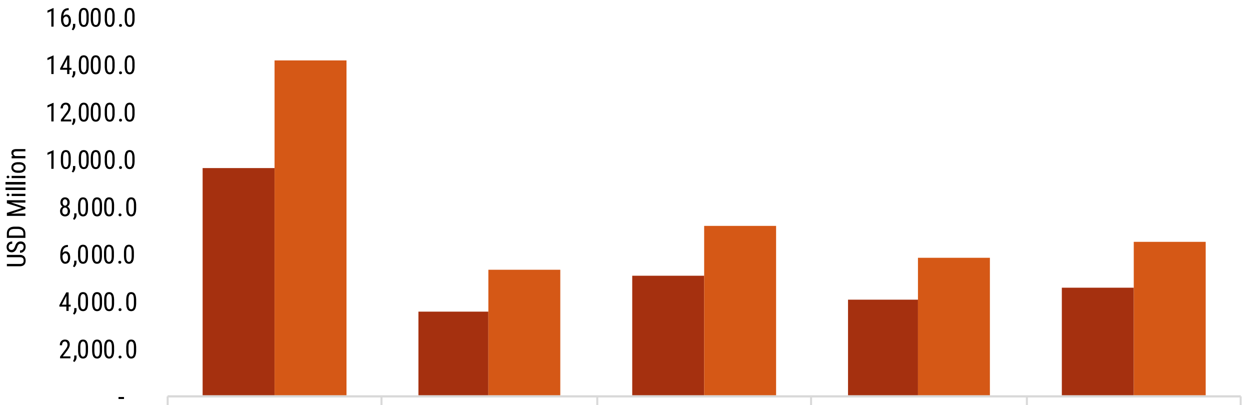
3276.2 hectoliters by the end of 2023. However, food service segment is projected to register the substantial growth rate (3.59%) during the forecast period 2018-2023

8.4 Asia Pacific

Asia-Pacific is the most attractive region for luxury wines and spirits markets and is expected to grow at a CAGR of 6.60% during the forecast period. China and India are majorly driving the growth of luxury wines and spirits owing to several factors such as rising per capita disposable income, increasing westernization and growing aspirational consumption among the consumers.

India is projected to have a significant growth in the consumption of luxury wines and spirits during the forecast period. India is a country with billion plus population where around 500 million plus population fall under the legal drinking age, creating an opportunistic market for the winemakers. Moreover, increasing urbanization and preference of wine as a 'status choice' will drive the growth of luxury wines and spirits in this region. Additionally, exposure to new cultures and growth in foreign tourism in this country will contribute to the growth of luxury wines and spirits market. On the other hand, China holds the major market share in luxury wines and spirits market in Asia-Pacific and is accounted to have a substantial growth of 6.95% by 2023. The quality of China's domestic wine is gradually improving along with increase in number of small boutique wineries which will positively affect the growth of the market in this region. Moreover, other countries such as Australia, Hong Kong and Singapore are also contributing to the growth of Asia-Pacific luxury wines and spirits market. Singapore and Hong Kong are likely to remain the most accessible and easiest country to do business with in Asia-Pacific. Thus, exhibiting economic status and adoption of cross-cultural habits in professional scenario will surge the growth of luxury wines and spirits market in these countries. Increase in wealth in Asia-Pacific has increased the interest in fine dining among the consumers which has resulted to increased consumption of luxury wines and spirits in the Asia-Pacific region.

FIGURE 18 ASIA PACIFIC LUXURY WINES AND SPIRITS MARKET, BY COUNTRY 2017 & 2023 (USD MILLION)



	China	India	Japan	Australia & New Zealand	Rest of Asia-Pacific
2017	9,638.1	3,546.6	5,076.2	4,096.0	4,572.7
2023	14,199.8	5,305.4	7,154.5	5,851.6	6,499.1

Source: MRFR Analysis, Secondary Research

TABLE 149 ASIA PACIFIC: LUXURY WINES AND SPIRITS MARKET, BY COUNTRY, 2013-2018 (USD MILLION)

Country	2013	2014	2015	2016	2017	2018
China	7,871.7	8,292.4	8,717.9	9,166.0	9,638.1	10,147.1
India	2,891.1	3,047.0	3,204.9	3,371.3	3,546.6	3,735.7
Japan	4,150.5	4,371.1	4,594.1	4,828.9	5,076.2	5,342.8
Australia & New Zealand	3,357.9	3,534.0	3,711.9	3,899.0	4,096.0	4,308.2
Rest of Asia-Pacific	3,747.6	3,944.5	4,143.3	4,352.5	4,572.7	4,809.9
Total	22,018.8	23,189.1	24,372.0	25,617.7	26,929.6	28,343.7

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 150 ASIA PACIFIC: LUXURY WINES AND SPIRITS MARKET, BY COUNTRY, 2019-2023 (USD MILLION)

Country	2019	2020	2021	2022	2023	CAGR % (2018-2023)
China	10,852.5	11,606.9	12,413.8	13,276.8	14,199.8	6.95%
India	4,007.2	4,298.4	4,610.8	4,945.9	5,305.4	7.27%
Japan	5,664.1	6,004.7	6,365.8	6,748.7	7,154.5	6.01%
Australia & New Zealand	4,580.3	4,869.6	5,177.1	5,504.0	5,851.6	6.31%
Rest of Asia-Pacific	5,109.5	5,427.1	5,763.8	6,120.8	6,499.1	6.20%
Total	30,213.5	32,206.7	34,331.3	36,596.1	39,010.4	6.60%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Asia Pacific luxury wines and spirits market is projected to witness a CAGR of 6.60% and it is projected to reach USD 39,010.4 Million during the forecast period 2018-2023. China is anticipated to account for the maximum market proportion in the Asia Pacific luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 14,199.8 Million by the end of 2023. However, India is projected to register the substantial growth rate (7.27%) during the forecast period 2018-2023.

TABLE 151 ASIA PACIFIC: LUXURY WINES AND SPIRITS MARKET, BY COUNTRY, 2013-2018 (HECTOLITRES)

Country	2013	2014	2015	2016	2017	2018
China	9,528.2	9,906.9	10,279.8	10,685.3	11,102.5	11,538.8
India	3,499.4	3,640.3	3,779.1	3,930.1	4,085.5	4,248.1
Japan	5,024.0	5,222.2	5,417.2	5,629.4	5,847.5	6,075.6
Australia & New Zealand	4,064.5	4,222.1	4,376.9	4,545.3	4,718.3	4,899.1
Rest of Asia-Pacific	4,536.2	4,712.4	4,885.6	5,073.9	5,267.4	5,469.6
Total	26,652.3	27,703.9	28,738.6	29,864.0	31,021.1	32,231.2

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 152 ASIA PACIFIC: LUXURY WINES AND SPIRITS MARKET, BY COUNTRY, 2019-2023 (HECTOLITRES)

Country	2019	2020	2021	2022	2023	CAGR % (2018-2023)
China	12,176.5	12,855.9	13,566.5	14,316.3	15,100.2	5.53%
India	4,496.1	4,761.0	5,039.0	5,333.2	5,641.8	5.84%
Japan	6,355.1	6,650.9	6,956.9	7,277.0	7,608.2	4.60%
Australia & New Zealand	5,139.1	5,393.5	5,657.8	5,934.9	6,222.6	4.90%
Rest of Asia-Pacific	5,732.9	6,011.1	6,299.0	6,600.0	6,911.2	4.79%
Total	33,899.8	35,672.4	37,519.1	39,461.5	41,483.9	5.18%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Asia Pacific luxury wines and spirits market is projected to witness a CAGR of 5.18% and it is projected to reach to 41,483.9 hectoliters during the forecast period 2018-2023. China is anticipated to account for the maximum market proportion in the Asia Pacific luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 15,100.2 hectoliters by the end of 2023. However, India is projected to register the substantial growth rate (5.84%) during the forecast period 2018-2023.

TABLE 153 ASIA PACIFIC: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2013-2018 (USD MILLION)

Type	2013	2014	2015	2016	2017	2018
Wine	13,810.9	14,533.3	15,262.4	16,029.5	16,836.7	17,706.4
Whisky	2,965.8	3,126.5	3,289.2	3,460.8	3,641.6	3,836.6
Rum	953.2	1,006.6	1,060.9	1,118.2	1,178.6	1,243.9
Brandy	1,277.8	1,343.4	1,409.5	1,479.0	1,552.1	1,630.8
Vodka	1,193.6	1,259.6	1,326.6	1,397.3	1,471.9	1,552.4
Gin	792.3	836.1	880.6	927.5	977.1	1,030.5
Tequila	635.8	671.7	708.2	746.7	787.4	831.3
Others	389.4	411.8	434.6	458.7	484.2	511.8
Total	22,018.8	23,189.1	24,372.0	25,617.7	26,929.6	28,343.7

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 154 ASIA PACIFIC: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2019-2023 (USD MILLION)

Type	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Wine	18,814.9	19,992.1	21,242.1	22,569.4	23,978.7	6.25%
Whisky	4,123.6	4,432.1	4,763.6	5,120.0	5,503.0	7.48%
Rum	1,335.6	1,434.0	1,539.7	1,653.3	1,775.2	7.37%
Brandy	1,734.0	1,843.8	1,960.6	2,084.7	2,216.6	6.33%
Vodka	1,666.3	1,788.7	1,920.0	2,061.1	2,212.5	7.34%
Gin	1,101.9	1,178.3	1,259.9	1,347.1	1,440.3	6.92%
Tequila	890.1	953.0	1,020.3	1,092.4	1,169.7	7.07%
Others	547.1	584.8	625.2	668.3	714.4	6.90%
Total	30,213.5	32,206.7	34,331.3	36,596.1	39,010.4	6.60%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Asia Pacific luxury wines and spirits market is projected to witness a CAGR of 6.60% and it is projected to reach USD 39,010.4 Million during the forecast period 2018-2023. Wine segment is anticipated to account for the maximum market proportion in the Asia Pacific luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 23,978.7 Million by the end of 2023. However, whisky is projected to register the substantial growth rate (7.48%) during the forecast period 2018-2023.

TABLE 155 ASIA PACIFIC: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2013-2018 (HECTOLITRES)

Type	2013	2014	2015	2016	2017	2018
Wine	16,717.2	17,362.9	17,996.9	18,686.5	19,394.8	20,134.9
Whisky	3,589.9	3,735.2	3,878.6	4,034.4	4,194.9	4,362.8
Rum	1,153.8	1,202.6	1,250.9	1,303.5	1,357.7	1,414.5
Brandy	1,546.7	1,605.0	1,662.0	1,724.2	1,787.9	1,854.4
Vodka	1,444.7	1,504.8	1,564.3	1,628.9	1,695.5	1,765.3
Gin	959.0	998.9	1,038.4	1,081.3	1,125.5	1,171.9
Tequila	769.6	802.5	835.1	870.5	907.0	945.4
Others	471.3	492.0	512.5	534.8	557.8	582.0
Total	26,652.3	27,703.9	28,738.6	29,864.0	31,021.1	32,231.2

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 156 ASIA PACIFIC: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2019-2023 (HECTOLITRES)

Type	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Wine	21,110.4	22,143.4	23,214.5	24,336.5	25,499.1	4.84%
Whisky	4,626.7	4,909.0	5,205.9	5,520.8	5,851.9	6.05%
Rum	1,498.5	1,588.3	1,682.7	1,782.7	1,887.8	5.94%
Brandy	1,945.6	2,042.2	2,142.6	2,247.9	2,357.2	4.91%
Vodka	1,869.6	1,981.2	2,098.3	2,222.4	2,352.8	5.91%
Gin	1,236.4	1,305.0	1,376.8	1,452.5	1,531.6	5.50%
Tequila	998.7	1,055.5	1,115.1	1,178.0	1,243.8	5.64%
Others	613.8	647.8	683.2	720.6	759.7	5.47%
Total	33,899.8	35,672.4	37,519.1	39,461.5	41,483.9	5.18%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Asia Pacific luxury wines and spirits market is projected to witness a CAGR of 5.18% and it is projected to reach to 41,483.9 hectoliters during the forecast period 2018-2023. Wine segment is anticipated to account for the maximum market proportion in the Asia Pacific luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 25,499.1 hectoliters by the end of 2023. However, whisky is projected to register the substantial growth rate (6.05%) during the forecast period 2018-2023.

TABLE 157 ASIA PACIFIC: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2013-2018 (USD MILLION)

Distribution Channel	2013	2014	2015	2016	2017	2018
Food Service	9,430.4	9,934.5	10,444.4	10,981.4	11,547.2	12,157.2
Food Retail	12,588.4	13,254.6	13,927.6	14,636.2	15,382.4	16,186.6
Total	22,018.8	23,189.1	24,372.0	25,617.7	26,929.6	28,343.7

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 158 ASIA PACIFIC: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2019-2023 (USD MILLION)

Distribution Channel	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Food Service	12,978.2	13,854.6	14,790.3	15,789.1	16,855.4	6.75%
Food Retail	17,235.4	18,352.1	19,541.1	20,807.0	22,155.0	6.48%
Total	30,213.5	32,206.7	34,331.3	36,596.1	39,010.4	6.60%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Asia Pacific luxury wines and spirits market is projected to witness a CAGR of 6.60% and it is projected to reach USD 39,010.4 Million during the forecast period 2018-2023. Food retail segment is anticipated to account for the maximum market proportion in the Asia Pacific luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 22,155.0 Million by the end of 2023. However, food service segment is projected to register the substantial growth rate (6.75%) during the forecast period 2018-2023.

TABLE 159 ASIA PACIFIC: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2013-2018 (HECTOLITRES)

Distribution Channel	2013	2014	2015	2016	2017	2018
Food Service	11,414.8	11,868.7	12,315.6	12,801.7	13,301.6	13,824.5
Food Retail	15,237.4	15,835.2	16,423.0	17,062.3	17,719.5	18,406.6
Total	26,652.3	27,703.9	28,738.6	29,864.0	31,021.1	32,231.2

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 160 ASIA PACIFIC: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2019-2023 (HECTOLITRES)

Distribution Channel	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Food Service	14,561.6	15,345.5	16,163.6	17,025.3	17,924.2	5.33%
Food Retail	19,338.2	20,326.9	21,355.5	22,436.2	23,559.8	5.06%
Total	33,899.8	35,672.4	37,519.1	39,461.5	41,483.9	5.18%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Asia Pacific luxury wines and spirits market is projected to witness a CAGR of 5.18% and it is projected to reach to 41,483.9 hectoliters during the forecast period 2018-2023. Food retail segment is anticipated to account for the maximum market proportion in the Asia Pacific luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 23,559.8 hectoliters by the end of 2023. However, food service segment is projected to register the substantial growth rate (5.33%) during the forecast period 2018-2023.

8.4.1 China

TABLE 161 CHINA: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2013-2018 (USD MILLION)

Type	2013	2014	2015	2016	2017	2018
Wine	5,112.7	5,380.7	5,651.2	5,935.8	6,235.3	6,558.0
Whisky	984.0	1,037.9	1,092.5	1,150.1	1,210.9	1,276.5
Rum	236.2	250.1	264.3	279.4	295.3	312.5
Brandy	507.7	534.0	560.6	588.5	617.8	649.4
Vodka	397.5	419.9	442.7	466.7	492.1	519.5
Gin	244.0	257.7	271.6	286.3	301.9	318.6
Tequila	240.1	253.7	267.6	282.3	297.8	314.6
Others	149.6	158.4	167.4	176.9	187.0	197.9
Total	7,871.7	8,292.4	8,717.9	9,166.0	9,638.1	10,147.1

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 162 CHINA: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2019-2023 (USD MILLION)

Type	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Wine	6,997.8	7,466.9	7,967.2	8,500.9	9,070.1	6.70%
Whisky	1,374.2	1,479.5	1,592.7	1,714.7	1,846.0	7.66%
Rum	336.0	361.2	388.3	417.4	448.7	7.50%
Brandy	692.8	739.1	788.5	841.2	897.4	6.68%
Vodka	559.3	602.1	648.2	697.8	751.2	7.65%
Gin	342.1	367.2	394.2	423.3	454.4	7.36%
Tequila	338.0	363.3	390.4	419.5	450.8	7.46%
Others	212.3	227.7	244.3	262.1	281.2	7.28%
Total	10,852.5	11,606.9	12,413.8	13,276.8	14,199.8	6.95%

Source: Industry Expert, Secondary Research, and MRFR Analysis

China luxury wines and spirits market is projected to witness a CAGR of 6.95% and it is projected to reach USD 14,199.8 Million during the forecast period 2018-2023. Wine segment is anticipated to account for the maximum market proportion in the China luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 9,070.1 Million by the end of 2023. However, whisky is projected to register the substantial growth rate (7.66%) during the forecast period 2018-2023.

TABLE 163 CHINA: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2013-2018 (USD MILLION)

Distribution Channel	2013	2014	2015	2016	2017	2018
Food Service	3124.3	3292.3	3462.2	3641.3	3830.0	4033.5
Food Retail	4747.4	5000.2	5255.7	5524.7	5808.1	6113.6
Total	7,871.7	8,292.4	8,717.9	9,166.0	9,638.1	10,147.1

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 164 CHINA: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2019-2023 (USD MILLION)

Distribution Channel	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Food Service	4319.3	4625.3	4953.1	5304.1	5679.9	7.09%
Food Retail	6533.2	6981.6	7460.7	7972.7	8519.9	6.86%
Total	10,852.5	11,606.9	12,413.8	13,276.8	14,199.8	6.95%

Source: Industry Expert, Secondary Research, and MRFR Analysis

China luxury wines and spirits market is projected to witness a CAGR of 6.95% and it is projected to reach USD 14,199.8 Million during the forecast period 2018-2023. Food retail segment is anticipated to account for the maximum market proportion in the China luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 8519.9 Million by the end of 2023. However, food service segment is projected to register the substantial growth rate (7.09%) during the forecast period 2018-2023.

TABLE 165 CHINA: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2013-2018 (HECTOLITRES)

Type	2013	2014	2015	2016	2017	2018
Wine	6,188.6	6,428.3	6,663.7	6,919.7	7,182.7	7,457.5
Whisky	1,191.0	1,239.9	1,288.3	1,340.8	1,394.9	1,451.6
Rum	285.8	298.8	311.7	325.7	340.2	355.4
Brandy	614.6	638.0	661.0	686.0	711.7	738.5
Vodka	481.2	501.7	522.0	544.1	566.9	590.8
Gin	295.4	307.9	320.3	333.8	347.7	362.3
Tequila	290.6	303.1	315.6	329.1	343.1	357.7
Others	181.0	189.2	197.4	206.2	215.4	225.0
Total	9,528.2	9,906.9	10,279.8	10,685.3	11,102.5	11,538.8

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 166 CHINA: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2019-2023 (HECTOLITRES)

Type	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Wine	7,851.6	8,270.3	8,707.0	9,166.5	9,645.2	5.28%
Whisky	1,541.9	1,638.7	1,740.6	1,848.9	1,963.0	6.22%
Rum	377.0	400.0	424.3	450.1	477.2	6.07%
Brandy	777.3	818.6	861.7	907.1	954.3	5.26%
Vodka	627.5	666.9	708.4	752.4	798.8	6.22%
Gin	383.8	406.7	430.9	456.4	483.2	5.93%
Tequila	379.3	402.4	426.6	452.4	479.4	6.03%
Others	238.2	252.2	267.0	282.6	299.0	5.85%
Total	12,176.5	12,855.9	13,566.5	14,316.3	15,100.2	5.53%

Source: Industry Expert, Secondary Research, and MRFR Analysis

China luxury wines and spirits market is projected to witness a CAGR of 5.53% and it is projected to reach to 15,100.2 hectoliters during the forecast period 2018-2023. Wine segment is anticipated to account for the maximum market proportion in the China luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 9,645.2 hectoliters by the end of 2023. However, whisky and vodka are projected to register the substantial growth rate (6.22%) during the forecast period 2018-2023.

TABLE 167 CHINA: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2013-2018 (HECTOLITRES)

Distribution Channel	2013	2014	2015	2016	2017	2018
Food Service	3781.7	3933.2	4082.5	4244.9	4411.9	4586.7
Food Retail	5746.5	5973.7	6197.3	6440.5	6690.6	6952.1
Total	9,528.2	9,906.9	10,279.8	10,685.3	11,102.5	11,538.8

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 168 CHINA: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2019-2023 (HECTOLITRES)

Distribution Channel	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Food Service	4846.2	5123.0	5413.0	5719.3	6040.1	5.66%
Food Retail	7330.3	7732.8	8153.5	8597.0	9060.1	5.44%
Total	12,176.5	12,855.9	13,566.5	14,316.3	15,100.2	5.53%

Source: Industry Expert, Secondary Research, and MRFR Analysis

China luxury wines and spirits market is projected to witness a CAGR of 5.53% and it is projected to reach to 15,100.2 hectoliters during the forecast period 2018-2023. Food retail segment is anticipated to account for the maximum market proportion in the China luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 9060.1 hectoliters by the end of 2023. However, food service segment is projected to register the substantial growth rate (5.66%) during the forecast period 2018-2023.

8.4.2 India

TABLE 169 INDIA: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2013-2018 (USD MILLION)

Type	2013	2014	2015	2016	2017	2018
Wine	1,310.5	1,379.8	1,449.7	1,523.4	1,600.9	1,684.4
Whisky	679.1	716.1	753.6	793.1	834.8	879.8
Rum	350.4	369.7	389.2	409.8	431.6	455.0
Brandy	88.2	92.6	97.1	101.8	106.8	112.1
Vodka	280.7	296.2	312.0	328.6	346.1	365.0
Gin	61.3	64.8	68.5	72.3	76.3	80.7
Tequila	87.9	92.9	98.1	103.5	109.2	115.4
Others	33.0	34.9	36.8	38.8	41.0	43.3
Total	2,891.1	3,047.0	3,204.9	3,371.3	3,546.6	3,735.7

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 170 INDIA: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2019-2023 (USD MILLION)

Type	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Wine	1,792.3	1,906.8	2,028.4	2,157.4	2,294.3	6.38%
Whisky	951.2	1,028.4	1,111.9	1,202.2	1,299.8	8.12%
Rum	491.8	531.5	574.5	620.9	671.1	8.08%
Brandy	119.8	128.1	136.9	146.4	156.5	6.91%
Vodka	394.1	425.6	459.5	496.2	535.8	7.98%
Gin	86.9	93.6	100.8	108.6	117.0	7.71%
Tequila	124.5	134.2	144.7	156.0	168.2	7.82%
Others	46.6	50.2	54.0	58.2	62.6	7.64%
Total	4,007.2	4,298.4	4,610.8	4,945.9	5,305.4	7.27%

Source: Industry Expert, Secondary Research, and MRFR Analysis

India luxury wines and spirits market is projected to witness a CAGR of 7.27% and it is projected to reach USD 5,305.4 Million during the forecast period 2018-2023. Wine segment is anticipated to account for the maximum market proportion in the India luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 2,294.3 Million by the end of 2023. However, whisky is projected to register the substantial growth rate (8.12%) during the forecast period 2018-2023.

TABLE 171 INDIA: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2013-2018 (USD MILLION)

Distribution Channel	2013	2014	2015	2016	2017	2018
Food Service	1162.2	1225.5	1289.7	1357.3	1428.6	1505.5
Food Retail	1728.9	1821.5	1915.3	2014.0	2118.0	2230.2
Total	2,891.1	3,047.0	3,204.9	3,371.3	3,546.6	3,735.7

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 172 INDIA: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2019-2023 (USD MILLION)

Distribution Channel	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Food Service	1619.7	1742.5	1874.7	2016.9	2169.9	7.59%
Food Retail	2387.5	2555.9	2736.1	2929.0	3135.5	7.05%
Total	4,007.2	4,298.4	4,610.8	4,945.9	5,305.4	7.27%

Source: Industry Expert, Secondary Research, and MRFR Analysis

India luxury wines and spirits market is projected to witness a CAGR of 7.27% and it is projected to reach USD 5,305.4 Million during the forecast period 2018-2023. Food retail segment is anticipated to account for the maximum market proportion in the India luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 3135.5 Million by the end of 2023. However, food service segment is projected to register the substantial growth rate (7.59%) during the forecast period 2018-2023.

TABLE 173 INDIA: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2013-2018 (HECTOLITRES)

Type	2013	2014	2015	2016	2017	2018
Wine	1,586.3	1,648.4	1,709.5	1,775.9	1,844.1	1,915.5
Whisky	822.0	855.5	888.6	924.6	961.6	1,000.4
Rum	424.1	441.6	458.9	477.7	497.1	517.4
Brandy	106.7	110.7	114.5	118.7	123.0	127.4
Vodka	339.8	353.9	367.9	383.0	398.7	415.0
Gin	74.2	77.5	80.7	84.3	87.9	91.8
Tequila	106.4	111.0	115.6	120.7	125.8	131.3
Others	39.9	41.6	43.4	45.3	47.2	49.3
Total	3,499.4	3,640.3	3,779.1	3,930.1	4,085.5	4,248.1

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 174 INDIA: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2019-2023 (HECTOLITRES)

Type	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Wine	2,011.0	2,112.0	2,216.7	2,326.3	2,439.8	4.96%
Whisky	1,067.2	1,139.1	1,215.2	1,296.3	1,382.2	6.68%
Rum	551.8	588.7	627.8	669.6	713.7	6.64%
Brandy	134.4	141.9	149.7	157.9	166.4	5.48%
Vodka	442.2	471.4	502.2	535.1	569.8	6.54%
Gin	97.5	103.7	110.2	117.1	124.4	6.28%
Tequila	139.6	148.6	158.1	168.2	178.8	6.38%
Others	52.3	55.6	59.1	62.7	66.6	6.20%
Total	4,496.1	4,761.0	5,039.0	5,333.2	5,641.8	5.84%

Source: Industry Expert, Secondary Research, and MRFR Analysis

India luxury wines and spirits market is projected to witness a CAGR of 5.84% and it is projected to reach to 5,641.8 hectoliters during the forecast period 2018-2023. Wine segment is anticipated to account for the maximum market proportion in the India luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 2,439.8 hectoliters by the end of 2023. However, whisky is projected to register the substantial growth rate (6.68%) during the forecast period 2018-2023.

TABLE 175 INDIA: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2013-2018 (HECTOLITRES)

Distribution Channel	2013	2014	2015	2016	2017	2018
Food Service	1406.8	1464.1	1520.7	1582.3	1645.6	1712.0
Food Retail	2092.7	2176.2	2258.4	2347.8	2439.8	2536.1
Total	3,499.4	3,640.3	3,779.1	3,930.1	4,085.5	4,248.1

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 176 INDIA: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2019-2023 (HECTOLITRES)

Distribution Channel	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Food Service	1817.3	1930.1	2048.8	2174.8	2307.5	6.15%
Food Retail	2678.8	2830.9	2990.2	3158.4	3334.3	5.63%
Total	4,496.1	4,761.0	5,039.0	5,333.2	5,641.8	5.84%

Source: Industry Expert, Secondary Research, and MRFR Analysis

India luxury wines and spirits market is projected to witness a CAGR of 5.84% and it is projected to reach to 5,641.8 hectoliters during the forecast period 2018-2023. Food retail segment is anticipated to account for the maximum market proportion in the India luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 3334.3 hectoliters by the end of 2023. However, food service segment is projected to register the substantial growth rate (6.15%) during the forecast period 2018-2023.

8.4.3 Japan

TABLE 177 JAPAN: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2013-2018 (USD MILLION)

Type	2013	2014	2015	2016	2017	2018
Wine	2,752.2	2,896.9	3,042.9	3,196.6	3,358.3	3,532.7
Whisky	465.3	490.4	515.9	542.8	571.1	601.6
Rum	141.9	149.8	157.9	166.3	175.2	184.9
Brandy	254.4	267.5	280.7	294.6	309.1	324.8
Vodka	202.5	213.7	224.9	236.8	249.3	262.9
Gin	127.8	135.0	142.2	149.9	158.0	166.7
Tequila	126.6	133.7	140.9	148.4	156.4	165.1
Others	79.7	84.2	88.8	93.6	98.7	104.2
Total	4,150.5	4,371.1	4,594.1	4,828.9	5,076.2	5,342.8

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 178 JAPAN: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2019-2023 (USD MILLION)

Type	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Wine	3,736.3	3,951.6	4,179.2	4,419.8	4,674.1	5.76%
Whisky	643.2	687.8	735.3	786.2	840.7	6.92%
Rum	196.9	209.7	223.3	237.8	253.3	6.50%
Brandy	343.8	363.9	385.1	407.6	431.4	5.84%
Vodka	280.2	298.7	318.5	339.5	361.9	6.61%
Gin	177.2	188.3	200.1	212.7	226.1	6.28%
Tequila	175.6	186.7	198.6	211.2	224.7	6.35%
Others	110.9	118.0	125.7	133.8	142.4	6.45%
Total	5,664.1	6,004.7	6,365.8	6,748.7	7,154.5	6.01%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Japan luxury wines and spirits market is projected to witness a CAGR of 6.01% and it is projected to reach USD 7,154.5 Million during the forecast period 2018-2023. Wine segment is anticipated to account for the maximum market proportion in the Japan luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 4,674.1 Million by the end of 2023. However, whisky is projected to register the substantial growth rate (6.92%) during the forecast period 2018-2023.

TABLE 179 JAPAN: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2013-2018 (USD MILLION)

Distribution Channel	2013	2014	2015	2016	2017	2018
Food Service	1890.2	1991.3	2093.6	2201.4	2315.0	2437.4
Food Retail	2260.4	2379.8	2500.5	2627.5	2761.3	2905.4
Total	4,150.5	4,371.1	4,594.1	4,828.9	5,076.2	5,342.8

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 180 JAPAN: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2019-2023 (USD MILLION)

Distribution Channel	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Food Service	2589.4	2750.8	2922.4	3104.6	3298.2	6.24%
Food Retail	3074.7	3253.9	3443.4	3644.0	3856.3	5.83%
Total	5,664.1	6,004.7	6,365.8	6,748.7	7,154.5	6.01%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Japan luxury wines and spirits market is projected to witness a CAGR of 6.01% and it is projected to reach USD 7,154.5 Million during the forecast period 2018-2023. Food retail segment is anticipated to account for the maximum market proportion in the Japan luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 3856.3 Million by the end of 2023. However, food service segment is projected to register the substantial growth rate (6.24%) during the forecast period 2018-2023.

TABLE 181 JAPAN: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2013-2018 (HECTOLITRES)

Type	2013	2014	2015	2016	2017	2018
Wine	3,331.4	3,460.9	3,588.1	3,726.4	3,868.6	4,017.2
Whisky	563.2	585.9	608.4	632.7	657.8	684.1
Rum	171.8	179.0	186.1	193.9	201.9	210.2
Brandy	308.0	319.6	331.0	343.4	356.1	369.4
Vodka	245.2	255.3	265.2	276.1	287.2	298.9
Gin	154.7	161.3	167.7	174.7	182.0	189.6
Tequila	153.2	159.7	166.1	173.0	180.2	187.7
Others	96.5	100.6	104.7	109.1	113.7	118.5
Total	5,024.0	5,222.2	5,417.2	5,629.4	5,847.5	6,075.6

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 182 JAPAN: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2019-2023 (HECTOLITRES)

Type	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Wine	4,192.1	4,376.8	4,567.2	4,765.8	4,970.5	4.35%
Whisky	721.7	761.8	803.6	847.8	894.0	5.50%
Rum	220.9	232.2	244.0	256.4	269.3	5.08%
Brandy	385.8	403.0	420.9	439.5	458.8	4.43%
Vodka	314.4	330.9	348.0	366.1	384.9	5.19%
Gin	198.8	208.6	218.7	229.4	240.4	4.87%
Tequila	197.0	206.8	217.0	227.8	238.9	4.94%
Others	124.4	130.7	137.3	144.2	151.4	5.03%
Total	6,355.1	6,650.9	6,956.9	7,277.0	7,608.2	4.60%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Japan luxury wines and spirits market is projected to witness a CAGR of 4.60% and it is projected to reach to 7,608.2 hectoliters during the forecast period 2018-2023. Wine segment is anticipated to account for the maximum market proportion in the Japan luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 4,970.5 hectoliters by the end of 2023. However, whisky is projected to register the substantial growth rate (5.50%) during the forecast period 2018-2023.

TABLE 183 JAPAN: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2013-2018 (HECTOLITRES)

Distribution Channel	2013	2014	2015	2016	2017	2018
Food Service	2287.9	2379.0	2468.7	2566.3	2666.7	2771.7
Food Retail	2736.0	2843.2	2948.5	3063.1	3180.8	3303.9
Total	5,024.0	5,222.2	5,417.2	5,629.4	5,847.5	6,075.6

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 184 JAPAN: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2019-2023 (HECTOLITRES)

Distribution Channel	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Food Service	2905.3	3046.9	3193.7	3347.7	3507.4	4.82%
Food Retail	3449.9	3604.0	3763.2	3929.3	4100.8	4.42%
Total	6,355.1	6,650.9	6,956.9	7,277.0	7,608.2	4.60%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Japan luxury wines and spirits market is projected to witness a CAGR of 4.60% and it is projected to reach to 7,608.2 hectoliters during the forecast period 2018-2023. Food retail segment is anticipated to account for the maximum market proportion in the Japan luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 4100.8 hectoliters by the end of 2023. However, food service segment is projected to register the substantial growth rate (4.82%) during the forecast period 2018-2023.

8.4.4 Australia & New Zealand

TABLE 185 AUSTRALIA & NEW ZEALAND: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2013-2018 (USD MILLION)

Type	2013	2014	2015	2016	2017	2018
Wine	2,233.7	2,349.4	2,466.2	2,589.0	2,718.1	2,857.2
Whisky	375.7	395.8	416.1	437.5	460.0	484.2
Rum	114.2	120.4	126.8	133.5	140.6	148.2
Brandy	204.5	214.9	225.5	236.5	248.1	260.6
Vodka	162.9	171.7	180.6	190.0	200.0	210.7
Gin	102.4	108.1	113.8	119.9	126.2	133.1
Tequila	101.1	106.7	112.3	118.3	124.6	131.4
Others	63.5	67.0	70.6	74.4	78.4	82.7
Total	3,357.9	3,534.0	3,711.9	3,899.0	4,096.0	4,308.2

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 186 AUSTRALIA & NEW ZEALAND: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2019-2023 (USD MILLION)

Type	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Wine	3,030.8	3,214.8	3,410.0	3,616.9	3,836.3	6.07%
Whisky	519.0	556.2	596.1	638.8	684.6	7.17%
Rum	158.5	169.4	181.2	193.7	207.1	6.93%
Brandy	276.6	293.6	311.7	330.8	351.1	6.14%
Vodka	225.1	240.4	256.9	274.4	293.2	6.83%
Gin	142.1	151.6	161.8	172.7	184.3	6.72%
Tequila	140.2	149.5	159.4	170.1	181.4	6.66%
Others	88.1	93.9	100.0	106.6	113.5	6.54%
Total	4,580.3	4,869.6	5,177.1	5,504.0	5,851.6	6.31%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Australia & New Zealand luxury wines and spirits market is projected to witness a CAGR of 6.31% and it is projected to reach USD 5,851.6 Million during the forecast period 2018-2023. Wine segment is anticipated to account for the maximum market proportion in the Australia & New Zealand luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 3,836.3 Million by the end of 2023. However, whisky is projected to register the substantial growth rate (7.17%) during the forecast period 2018-2023.

TABLE 187 AUSTRALIA & NEW ZEALAND: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2013-2018 (USD MILLION)

Distribution Channel	2013	2014	2015	2016	2017	2018
Food Service	1591.3	1675.2	1759.9	1849.1	1943.1	2044.3
Food Retail	1766.6	1858.8	1951.9	2049.9	2152.9	2264.0
Total	3,357.9	3,534.0	3,711.9	3,899.0	4,096.0	4,308.2

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 188 AUSTRALIA & NEW ZEALAND: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2019-2023 (USD MILLION)

Distribution Channel	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Food Service	2178.4	2321.3	2473.6	2635.8	2808.7	6.56%
Food Retail	2401.9	2548.3	2703.5	2868.2	3042.8	6.09%
Total	4,580.3	4,869.6	5,177.1	5,504.0	5,851.6	6.31%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Australia & New Zealand luxury wines and spirits market is projected to witness a CAGR of 6.31% and it is projected to reach USD 5,851.6 Million during the forecast period 2018-2023. Food retail segment is anticipated to account for the maximum market proportion in the Australia & New Zealand luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 3042.8 Million by the end of 2023. However, food service segment is projected to register the substantial growth rate (6.56%) during the forecast period 2018-2023.

TABLE 189 AUSTRALIA & NEW ZEALAND: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2013-2018 (HECTOLITRES)

Type	2013	2014	2015	2016	2017	2018
Wine	2,703.7	2,806.8	2,908.0	3,018.1	3,131.1	3,249.1
Whisky	454.8	472.9	490.6	510.0	529.9	550.7
Rum	138.2	143.9	149.5	155.6	161.9	168.5
Brandy	247.5	256.8	265.9	275.7	285.8	296.4
Vodka	197.1	205.1	213.0	221.5	230.3	239.6
Gin	124.0	129.1	134.2	139.7	145.4	151.4
Tequila	122.3	127.4	132.4	137.9	143.5	149.4
Others	76.8	80.0	83.2	86.7	90.3	94.1
Total	4,064.5	4,222.1	4,376.9	4,545.3	4,718.3	4,899.1

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 190 AUSTRALIA & NEW ZEALAND: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2019-2023 (HECTOLITRES)

Type	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Wine	3,400.6	3,560.8	3,726.6	3,900.1	4,079.5	4.66%
Whisky	582.3	616.0	651.4	688.8	728.0	5.74%
Rum	177.8	187.7	198.0	208.9	220.3	5.50%
Brandy	310.4	325.2	340.6	356.7	373.4	4.72%
Vodka	252.5	266.3	280.7	295.9	311.8	5.41%
Gin	159.4	167.9	176.9	186.2	196.0	5.30%
Tequila	157.3	165.6	174.3	183.4	192.9	5.24%
Others	98.9	104.0	109.3	114.9	120.7	5.12%
Total	5,139.1	5,393.5	5,657.8	5,934.9	6,222.6	4.90%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Australia & New Zealand luxury wines and spirits market is projected to witness a CAGR of 4.90% and it is projected to reach to 6,222.6 hectoliters during the forecast period 2018-2023. Wines segment is anticipated to account for the maximum market proportion in the Australia & New Zealand luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 4,079.5 hectoliters by the end of 2023. However, whisky is projected to register the substantial growth rate (5.74%) during the forecast period 2018-2023.

TABLE 191 AUSTRALIA & NEW ZEALAND: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2013-2018 (HECTOLITRES)

Distribution Channel	2013	2014	2015	2016	2017	2018
Food Service	1926.2	2001.3	2075.3	2155.7	2238.3	2324.6
Food Retail	2138.3	2220.7	2301.6	2389.6	2480.0	2574.5
Total	4,064.5	4,222.1	4,376.9	4,545.3	4,718.3	4,899.1

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 192 AUSTRALIA & NEW ZEALAND: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2019-2023 (HECTOLITRES)

Distribution Channel	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Food Service	2444.1	2571.1	2703.2	2842.2	2986.8	5.14%
Food Retail	2695.0	2822.5	2954.5	3092.7	3235.7	4.68%
Total	5,139.1	5,393.5	5,657.8	5,934.9	6,222.6	4.90%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Australia & New Zealand luxury wines and spirits market is projected to witness a CAGR of 4.90% and it is projected to reach to 6,222.6 hectoliters during the forecast period 2018-2023. Food retail segment is anticipated to account for the maximum market proportion in the Australia & New Zealand luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 3235.7 hectoliters by the end of 2023. However, food service segment is projected to register the substantial growth rate (5.14%) during the forecast period 2018-2023.

8.4.5 Rest of Asia-Pacific

TABLE 193 REST OF ASIA-PACIFIC: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2013-2018 (USD MILLION)

Type	2013	2014	2015	2016	2017	2018
Wine	2,401.8	2,526.6	2,652.4	2,784.8	2,924.0	3,074.0
Whisky	461.7	486.3	511.1	537.3	564.8	594.5
Rum	110.6	116.6	122.7	129.2	136.0	143.3
Brandy	223.0	234.3	245.7	257.7	270.2	283.8
Vodka	149.9	158.1	166.4	175.1	184.4	194.3
Gin	256.7	270.5	284.5	299.2	314.7	331.4
Tequila	80.2	84.7	89.3	94.2	99.3	104.9
Others	63.7	67.4	71.1	75.0	79.2	83.7
Total	3,747.6	3,944.5	4,143.3	4,352.5	4,572.7	4,809.9

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 194 REST OF ASIA-PACIFIC: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2019-2023 (USD MILLION)

Type	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Wine	3,257.7	3,452.0	3,657.4	3,874.4	4,103.9	5.95%
Whisky	636.0	680.2	727.5	778.0	831.9	6.95%
Rum	152.5	162.2	172.5	183.4	195.0	6.35%
Brandy	300.9	319.1	338.3	358.7	380.2	6.02%
Vodka	207.6	221.8	237.0	253.1	270.4	6.83%
Gin	353.7	377.5	402.8	429.8	458.5	6.71%
Tequila	111.8	119.3	127.2	135.6	144.6	6.64%
Others	89.2	95.0	101.2	107.7	114.7	6.51%
Total	5,109.5	5,427.1	5,763.8	6,120.8	6,499.1	6.20%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Rest of Asia-Pacific luxury wines and spirits market is projected to witness a CAGR of 6.20% and it is projected to reach USD 6,499.1 Million during the forecast period 2018-2023. Wine segment is anticipated to account for the maximum market proportion in the Rest of Asia-Pacific luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 4,103.9 Million by the end of 2023. However, whisky is projected to register the substantial growth rate (6.95%) during the forecast period 2018-2023.

TABLE 195 REST OF ASIA-PACIFIC: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2013-2018 (USD MILLION)

Distribution Channel	2013	2014	2015	2016	2017	2018
Food Service	1662.4	1750.2	1838.9	1932.3	2030.6	2136.6
Food Retail	2085.2	2194.2	2304.3	2420.1	2542.0	2673.4
Total	3,747.6	3,944.5	4,143.3	4,352.5	4,572.7	4,809.9

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 196 REST OF ASIA-PACIFIC: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2019-2023 (USD MILLION)

Distribution Channel	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Food Service	2271.5	2414.6	2566.5	2727.7	2898.6	6.29%
Food Retail	2838.0	3012.5	3197.3	3393.1	3600.5	6.14%
Total	5,109.5	5,427.1	5,763.8	6,120.8	6,499.1	6.20%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Rest of Asia-Pacific luxury wines and spirits market is projected to witness a CAGR of 6.20% and it is projected to reach USD 6,499.1 Million during the forecast period 2018-2023. Food retail segment is anticipated to account for the maximum market proportion in the rest of Asia-Pacific luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 3600.5 Million by the end of 2023. However, food service segment is projected to register the substantial growth rate (6.29%) during the forecast period 2018-2023.

TABLE 197 REST OF ASIA-PACIFIC: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2013-2018 (HECTOLITRES)

Type	2013	2014	2015	2016	2017	2018
Wine	2,907.3	3,018.5	3,127.7	3,246.4	3,368.3	3,495.6
Whisky	558.9	581.0	602.7	626.3	650.6	676.0
Rum	133.8	139.3	144.7	150.6	156.7	163.0
Brandy	269.9	279.9	289.7	300.4	311.3	322.7
Vodka	181.4	188.9	196.2	204.2	212.4	221.0
Gin	310.7	323.2	335.4	348.8	362.5	376.9
Tequila	97.1	101.2	105.3	109.8	114.4	119.2
Others	77.1	80.5	83.8	87.5	91.2	95.2
Total	4,536.2	4,712.4	4,885.6	5,073.9	5,267.4	5,469.6

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 198 REST OF ASIA-PACIFIC: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2019-2023 (HECTOLITRES)

Type	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Wine	3,655.2	3,823.5	3,997.0	4,177.8	4,364.1	4.54%
Whisky	713.6	753.4	795.1	838.9	884.6	5.53%
Rum	171.1	179.6	188.5	197.7	207.3	4.93%
Brandy	337.7	353.4	369.7	386.8	404.3	4.61%
Vodka	233.0	245.7	259.0	273.0	287.5	5.41%
Gin	396.9	418.1	440.2	463.4	487.6	5.29%
Tequila	125.5	132.1	139.0	146.3	153.8	5.22%
Others	100.0	105.2	110.5	116.2	122.0	5.09%
Total	5,732.9	6,011.1	6,299.0	6,600.0	6,911.2	4.79%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Rest of Asia-Pacific luxury wines and spirits market is projected to witness a CAGR of 4.79% and it is projected to reach to 6,911.2 hectoliters during the forecast period 2018-2023. Wine segment is anticipated to account for the maximum market proportion in the rest of Asia-Pacific luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 4,364.1 hectoliters by the end of 2023. However, whisky is projected to register the substantial growth rate (5.53%) during the forecast period 2018-2023.

TABLE 199 REST OF ASIA-PACIFIC: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2013-2018 (HECTOLITRES)

Distribution Channel	2013	2014	2015	2016	2017	2018
Food Service	2012.3	2091.0	2168.4	2252.6	2339.1	2429.6
Food Retail	2524.0	2621.4	2717.2	2821.3	2928.3	3040.0
Total	4,536.2	4,712.4	4,885.6	5,073.9	5,267.4	5,469.6

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 200 REST OF ASIA-PACIFIC: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2019-2023 (HECTOLITRES)

Distribution Channel	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Food Service	2548.6	2674.4	2804.8	2941.2	3082.4	4.87%
Food Retail	3184.3	3336.6	3494.2	3658.8	3828.8	4.72%
Total	5,732.9	6,011.1	6,299.0	6,600.0	6,911.2	4.79%

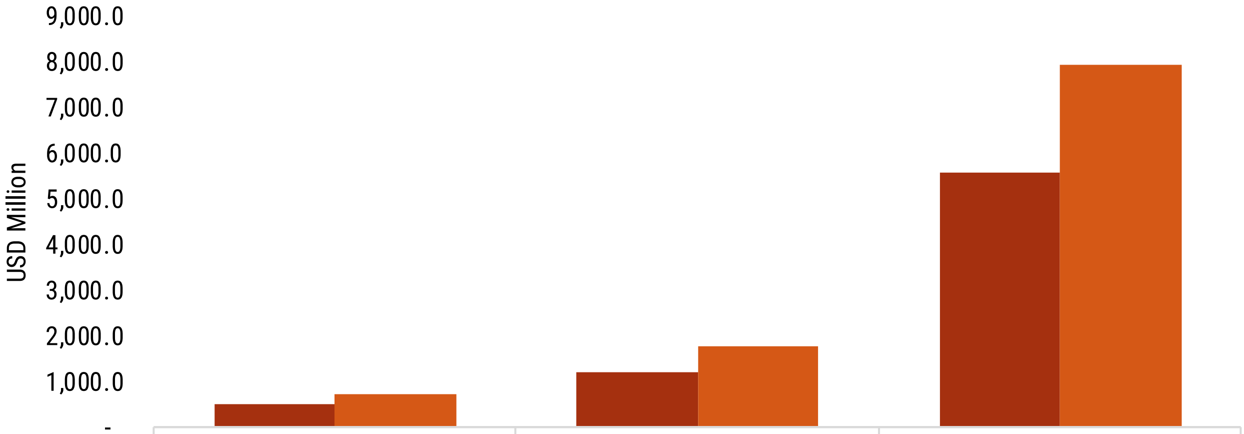
Source: Industry Expert, Secondary Research, and MRFR Analysis

Rest of Asia-Pacific luxury wines and spirits market is projected to witness a CAGR of 4.79% and it is projected to reach to 6,911.2 hectoliters during the forecast period 2018-2023. Food retail segment is anticipated to account for the maximum market proportion in the rest of Asia-Pacific luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 3828.8 hectoliters by the end of 2023. However, food service segment is projected to register the substantial growth rate (4.87%) during the forecast period 2018-2023.

8.5 Rest of the World

Rest of the world include regions such as Middle East, South America, and Africa. Among them, South America holds a major share in luxury wine and spirits market with major wine producing countries such as Argentina, Chile, Uruguay, and Brazil. This market is accounted to grow at a CAGR of 5.82% during the forecast period as the vintners are inclined towards bringing old world wine making techniques for creating premium wines. However, Africa is estimated to be the fastest growing region in luxury wines and spirits market during the forecast period where South Africa will be the major contributor to the growth of the market. Moreover, Middle East is projected to grow at a CAGR of 6.12% during the forecast period 2018-2023. Dubai is one of the fastest growing emirates in the United Arab Emirates (UAE) with rapid economic growth and is the largest contributor to the tourism industry. Thus, the growing tourism coupled with increasing number of food & beverage outlets in these regions will contribute to the growth of luxury wines and spirits market in the rest of the world. Additionally, the winemakers are launching various premium brands in these regions to grab the opportunity in the untapped markets of these regions.

FIGURE 19 REST OF THE WORLD LUXURY WINES AND SPIRITS MARKET, BY REGION 2017 & 2023 (USD MILLION)



	Middle East	Africa	South America
2017	501.3	1,201.4	5,569.5
2023	724.9	1,773.2	7,932.6

Source: MRFR Analysis, Secondary Research

TABLE 201 REST OF THE WORLD: LUXURY WINES AND SPIRITS MARKET, BY REGION, 2013-2018 (USD MILLION)

Region	2013	2014	2015	2016	2017	2018
Middle East	375.2	404.4	434.7	466.9	501.3	538.6
Africa	899.9	969.8	1,042.1	1,119.2	1,201.4	1,290.3
South America	4,185.6	4,506.7	4,839.1	5,192.9	5,569.5	5,977.0
Total	5,460.7	5,880.9	6,315.9	6,779.1	7,272.2	7,806.0

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 202 REST OF THE WORLD: LUXURY WINES AND SPIRITS MARKET, BY REGION, 2019-2023 (USD MILLION)

Region	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Middle East	573.2	609.1	646.4	685.0	724.9	6.12%
Africa	1,378.9	1,471.4	1,568.0	1,668.6	1,773.2	6.56%
South America	6,343.1	6,721.8	7,113.1	7,516.8	7,932.6	5.82%
Total	8,295.2	8,802.3	9,327.5	9,870.4	10,430.8	5.97%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Rest of the World luxury wines and spirits market is projected to witness a CAGR of 5.97% and it is projected to reach USD 10,430.8 Million during the forecast period 2018-2023. South America is anticipated to account for the maximum market proportion in the Rest of the World luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 7,932.6 Million by the end of 2023. However, Africa is projected to register the substantial growth rate (6.56%) during the forecast period 2018-2023.

TABLE 203 REST OF THE WORLD: LUXURY WINES AND SPIRITS MARKET, BY REGION, 2013-2018 (HECTOLITERS)

Region	2013	2014	2015	2016	2017	2018
Middle East	449.6	478.3	507.5	537.7	570.1	605.6
Africa	1,078.6	1,147.2	1,216.8	1,288.7	1,366.2	1,450.7
South America	5,016.6	5,331.3	5,650.0	5,979.4	6,333.8	6,720.0
Total	6,544.9	6,956.8	7,374.3	7,805.8	8,270.2	8,776.3

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 204 REST OF THE WORLD: LUXURY WINES AND SPIRITS MARKET, BY REGION, 2019-2023 (HECTOLITERS)

Region	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Middle East	638.1	671.3	704.7	738.6	772.4	4.99%
Africa	1,535.0	1,621.8	1,709.4	1,799.2	1,889.4	5.43%
South America	7,061.0	7,408.5	7,754.4	8,105.4	8,452.4	4.69%
Total	9,234.0	9,701.6	10,168.5	10,643.3	11,114.2	4.84%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Rest of the World luxury wines and spirits market is projected to witness a CAGR of 4.84% and it is projected to reach 11,114.2 hectoliters during the forecast period 2018-2023. South America is anticipated to account for the maximum market proportion in the Rest of the World luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 8,452.4 hectoliters by the end of 2023. However, Africa is projected to register the substantial growth rate (5.43%) during the forecast period 2018-2023.

TABLE 205 REST OF THE WORLD: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2013-2018 (USD MILLION)

Type	2013	2014	2015	2016	2017	2018
Wine	3,445.1	3,708.2	3,980.3	4,269.9	4,578.0	4,911.3
Whisky	723.4	779.6	837.9	900.0	966.2	1,037.9
Rum	260.4	280.8	302.0	324.6	348.7	374.9
Brandy	309.0	332.3	356.5	382.2	409.5	439.1
Vodka	307.3	331.4	356.3	382.9	411.2	441.9
Gin	157.8	170.3	183.4	197.3	212.2	228.3
Tequila	158.8	171.4	184.4	198.4	213.3	229.4
Others	99.0	106.8	115.0	123.7	133.0	143.1
Total	5,460.7	5,880.9	6,315.9	6,779.1	7,272.2	7,806.0

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 206 REST OF THE WORLD: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2019-2023 (USD MILLION)

Type	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Wine	5,200.3	5,498.1	5,804.5	6,119.3	6,442.2	5.58%
Whisky	1,115.0	1,196.0	1,281.2	1,370.5	1,464.1	7.12%
Rum	402.0	430.4	460.1	491.3	523.8	6.92%
Brandy	465.5	492.9	521.1	550.2	580.1	5.73%
Vodka	472.1	503.5	536.4	570.6	606.1	6.52%
Gin	243.4	259.1	275.4	292.4	309.9	6.30%
Tequila	244.5	260.1	276.3	293.2	310.7	6.25%
Others	152.5	162.2	172.4	183.0	193.9	6.27%
Total	8,295.2	8,802.3	9,327.5	9,870.4	10,430.8	5.97%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Rest of the World luxury wines and spirits market is projected to witness a CAGR of 5.97% and it is projected to reach USD 10,430.8 Million during the forecast period 2018-2023. Wines segment is anticipated to account for the maximum market proportion in the rest of the world luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 6,442.2 Million by the end of 2023. However, whisky segment is projected to register the substantial growth rate (7.12%) during the forecast period 2018-2023.

TABLE 207 REST OF THE WORLD: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2013-2018 (HECTOLITERS)

Type	2013	2014	2015	2016	2017	2018
Wine	4,129.1	4,386.6	4,647.3	4,916.6	5,206.3	5,521.9
Whisky	867.0	922.3	978.3	1,036.4	1,098.8	1,166.9
Rum	312.1	332.2	352.6	373.8	396.6	421.5
Brandy	370.3	393.2	416.3	440.1	465.7	493.7
Vodka	368.3	392.0	416.0	440.9	467.6	496.8
Gin	189.1	201.5	214.1	227.2	241.3	256.7
Tequila	190.3	202.7	215.4	228.4	242.6	258.0
Others	118.6	126.4	134.2	142.4	151.2	160.8
Total	6,544.9	6,956.8	7,374.3	7,805.8	8,270.2	8,776.3

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 208 REST OF THE WORLD: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2019-2023 (HECTOLITERS)

Type	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Wine	5,788.9	6,059.8	6,327.9	6,598.5	6,864.3	4.45%
Whisky	1,241.1	1,318.2	1,396.7	1,477.8	1,560.0	5.98%
Rum	447.4	474.3	501.6	529.8	558.2	5.78%
Brandy	518.2	543.2	568.1	593.3	618.1	4.60%
Vodka	525.5	555.0	584.7	615.3	645.9	5.39%
Gin	271.0	285.6	300.3	315.2	330.2	5.16%
Tequila	272.1	286.7	301.3	316.1	331.0	5.11%
Others	169.7	178.8	187.9	197.3	206.6	5.13%
Total	9,234.0	9,701.6	10,168.5	10,643.3	11,114.2	4.84%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Rest of the World luxury wines and spirits market is projected to witness a CAGR of 4.84% and it is projected to reach to 11,114.2 hectoliters during the forecast period 2018-2023. Wine segment is anticipated to account for the maximum market proportion in the Rest of the World luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 6,864.3 hectoliters by the end of 2023. However, whisky segment is projected to register the substantial growth rate (5.98%) during the forecast period 2018-2023.

TABLE 209 REST OF THE WORLD: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2013-2018 (USD MILLION)

Distribution Channel	2013	2014	2015	2016	2017	2018
Food Service	2,187.7	2,356.6	2,531.7	2,718.1	2,916.6	3,131.6
Food Retail	3,273.0	3,524.2	3,784.2	4,061.0	4,355.6	4,674.4
Total	5,460.7	5,880.9	6,315.9	6,779.1	7,272.2	7,806.0

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 210 REST OF THE WORLD: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2019-2023 (USD MILLION)

Distribution Channel	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Food Service	3,329.6	3,535.1	3,748.0	3,968.2	4,195.8	6.03%
Food Retail	4,965.6	5,267.3	5,579.5	5,902.1	6,235.0	5.93%
Total	8,295.2	8,802.3	9,327.5	9,870.4	10,430.8	5.97%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Rest of the World luxury wines and spirits market is projected to witness a CAGR of 5.97% and it is projected to reach USD 10,430.8 Million during the forecast period 2018-2023. Food retail segment is anticipated to account for the maximum market proportion in the rest of the world luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 6,235.0 Million by the end of 2023. However, food service segment is projected to register the substantial growth rate (6.03%) during the forecast period 2018-2023.

TABLE 211 REST OF THE WORLD: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2013-2018 (HECTOLITERS)

Distribution Channel	2013	2014	2015	2016	2017	2018
Food Service	2,622.0	2,787.8	2,955.9	3,129.8	3,316.9	3,520.9
Food Retail	3,922.9	4,169.0	4,418.3	4,676.0	4,953.3	5,255.5
Total	6,544.9	6,956.8	7,374.3	7,805.8	8,270.2	8,776.3

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 212 REST OF THE WORLD: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2019-2023 (HECTOLITERS)

Distribution Channel	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Food Service	3,706.4	3,896.2	4,085.9	4,279.0	4,470.7	4.89%
Food Retail	5,527.6	5,805.4	6,082.6	6,364.3	6,643.5	4.80%
Total	9,234.0	9,701.6	10,168.5	10,643.3	11,114.2	4.84%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Rest of the world luxury wines and spirits market is projected to witness a CAGR of 4.84% and it is projected to reach to 11,114.2 hectoliters during the forecast period 2018-2023. Food retail segment is anticipated to account for the maximum market proportion in the rest of the world luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 6,643.5 hectoliters by the end of 2023. However, food service segment is projected to register the substantial growth rate (4.89%) during the forecast period 2018-2023.

8.5.1 Middle East

TABLE 213 MIDDLE EAST: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2013-2018 (USD MILLION)

Type	2013	2014	2015	2016	2017	2018
Wine	249.6	268.8	288.8	310.1	332.8	357.4
Whisky	42.0	45.3	48.7	52.4	56.3	60.5
Rum	12.8	13.8	14.8	16.0	17.2	18.5
Brandy	22.8	24.6	26.4	28.3	30.3	32.5
Vodka	18.2	19.6	21.2	22.8	24.5	26.3
Gin	11.4	12.4	13.3	14.4	15.5	16.6
Tequila	11.3	12.2	13.1	14.1	15.2	16.4
Others	7.1	7.7	8.3	8.9	9.6	10.3
Total	375.2	404.4	434.7	466.9	501.3	538.6

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 214 MIDDLE EAST: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2019-2023 (USD MILLION)

Type	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Wine	379.6	402.7	426.6	451.2	476.6	5.93%
Whisky	64.8	69.3	74.0	79.0	84.1	6.79%
Rum	19.7	21.0	22.4	23.8	25.3	6.49%
Brandy	34.6	36.6	38.8	41.0	43.4	5.91%
Vodka	28.2	30.1	32.0	34.1	36.2	6.60%
Gin	17.8	19.0	20.2	21.5	22.8	6.53%
Tequila	17.5	18.6	19.8	21.0	22.3	6.40%
Others	11.0	11.8	12.5	13.3	14.1	6.45%
Total	573.2	609.1	646.4	685.0	724.9	6.12%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Middle East luxury wines and spirits market is projected to witness a CAGR of 6.12% and it is projected to reach USD 724.9 Million during the forecast period 2018-2023. Wines segment is anticipated to account for the maximum market proportion in the Middle East luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 476.6 Million by the end of 2023. However, whisky segment is projected to register the substantial growth rate (6.79%) during the forecast period 2018-2023.

TABLE 215 MIDDLE EAST: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2013-2018 (HECTOLITERS)

Type	2013	2014	2015	2016	2017	2018
Wine	299.1	318.0	337.2	357.1	378.5	401.8
Whisky	50.3	53.6	56.9	60.3	64.0	68.1
Rum	15.3	16.3	17.3	18.4	19.5	20.8
Brandy	27.4	29.1	30.8	32.6	34.5	36.6
Vodka	21.8	23.2	24.7	26.2	27.8	29.6
Gin	13.7	14.6	15.6	16.5	17.6	18.7
Tequila	13.5	14.4	15.3	16.3	17.3	18.4
Others	8.5	9.1	9.7	10.3	10.9	11.6
Total	449.6	478.3	507.5	537.7	570.1	605.6

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 216 MIDDLE EAST: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2019-2023 (HECTOLITERS)

Type	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Wine	422.6	443.8	465.0	486.6	507.9	4.80%
Whisky	72.2	76.4	80.7	85.1	89.6	5.65%
Rum	22.0	23.2	24.4	25.7	27.0	5.35%
Brandy	38.5	40.4	42.3	44.3	46.2	4.78%
Vodka	31.3	33.1	34.9	36.8	38.6	5.46%
Gin	19.8	20.9	22.0	23.2	24.3	5.39%
Tequila	19.4	20.5	21.6	22.7	23.8	5.26%
Others	12.3	13.0	13.7	14.4	15.1	5.31%
Total	638.1	671.3	704.7	738.6	772.4	4.99%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Middle East luxury wines and spirits market is projected to witness a CAGR of 4.99% and it is projected to reach to 772.4 hectoliters during the forecast period 2018-2023. Wine segment is anticipated to account for the maximum market proportion in the Middle East luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 507.9 hectoliters by the end of 2023. However, whisky segment is projected to register the substantial growth rate (5.65%) during the forecast period 2018-2023.

TABLE 217 MIDDLE EAST: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2013-2018 (USD MILLION)

Distribution Channel	2013	2014	2015	2016	2017	2018
Food Service	321.3	346.3	372.2	399.8	429.2	461.1
Food Retail	53.8	58.1	62.5	67.1	72.1	77.6
Total	375.2	404.4	434.7	466.9	501.3	538.6

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 218 MIDDLE EAST: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2019-2023 (USD MILLION)

Distribution Channel	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Food Service	490.4	520.9	552.5	585.3	619.1	6.07%
Food Retail	82.8	88.2	93.9	99.7	105.8	6.42%
Total	573.2	609.1	646.4	685.0	724.9	6.12%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Middle East luxury wines and spirits market is projected to witness a CAGR of 6.12% and it is projected to reach USD 724.9 Million during the forecast period 2018-2023. Food service segment is anticipated to account for the maximum market proportion in the Middle East luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 619.1 Million by the end of 2023. However, food retail segment is projected to register the substantial growth rate (6.42%) during the forecast period 2018-2023.

TABLE 219 MIDDLE EAST: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2013-2018 (HECTOLITERS)

Distribution Channel	2013	2014	2015	2016	2017	2018
Food Service	385.1	409.7	434.6	460.3	488.1	518.4
Food Retail	64.5	68.7	72.9	77.3	82.0	87.2
Total	449.6	478.3	507.5	537.7	570.1	605.6

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 220 MIDDLE EAST: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2019-2023 (HECTOLITERS)

Distribution Channel	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Food Service	545.9	574.1	602.4	631.1	659.7	4.94%
Food Retail	92.1	97.2	102.3	107.5	112.8	5.28%
Total	638.1	671.3	704.7	738.6	772.4	4.99%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Middle East luxury wines and spirits market is projected to witness a CAGR of 4.99% and it is projected to reach to 772.4 hectoliters during the forecast period 2018-2023. Food service segment is anticipated to account for the maximum market proportion in the Middle East luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 659.7 hectoliters by the end of 2023. However, food retail segment is projected to register the substantial growth rate (5.28%) during the forecast period 2018-2023.

8.5.2 Africa

TABLE 221 AFRICA: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2013-2018 (USD MILLION)

Type	2013	2014	2015	2016	2017	2018
Wine	407.9	439.3	471.7	506.3	543.0	582.8
Whisky	211.4	227.9	245.0	263.2	282.7	303.7
Rum	109.1	117.6	126.4	135.9	145.9	156.8
Brandy	27.4	29.5	31.7	33.9	36.4	39.0
Vodka	87.4	94.2	101.3	108.9	116.9	125.7
Gin	19.1	20.6	22.2	23.9	25.7	27.6
Tequila	27.4	29.6	31.8	34.3	36.9	39.7
Others	10.3	11.1	12.0	12.9	13.9	15.0
Total	899.9	969.8	1,042.1	1,119.2	1,201.4	1,290.3

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 222 AFRICA: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2019-2023 (USD MILLION)

Type	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Wine	618.4	655.0	692.8	731.7	771.6	5.77%
Whisky	327.4	352.5	378.9	406.7	436.0	7.50%
Rum	168.4	180.7	193.6	207.1	221.3	7.14%
Brandy	41.5	44.2	47.0	49.9	52.8	6.28%
Vodka	134.9	144.5	154.7	165.3	176.4	7.02%
Gin	29.6	31.6	33.8	36.0	38.4	6.81%
Tequila	42.6	45.6	48.8	52.1	55.5	6.91%
Others	16.1	17.2	18.5	19.8	21.1	7.11%
Total	1,378.9	1,471.4	1,568.0	1,668.6	1,773.2	6.56%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Africa luxury wines and spirits market is projected to witness a CAGR of 6.56% and it is projected to reach USD 1,773.2 Million during the forecast period 2018-2023. Wines segment is anticipated to account for the maximum market proportion in the Africa luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 771.6 Million by the end of 2023. However, whisky segment is projected to register the substantial growth rate (7.50%) during the forecast period 2018-2023.

TABLE 223 AFRICA: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2013-2018 (HECTOLITERS)

Type	2013	2014	2015	2016	2017	2018
Wine	488.9	519.6	550.8	582.9	617.6	655.3
Whisky	253.4	269.6	286.1	303.1	321.5	341.5
Rum	130.7	139.1	147.6	156.4	165.9	176.3
Brandy	32.9	34.9	37.0	39.1	41.3	43.8
Vodka	104.7	111.5	118.3	125.4	133.0	141.3
Gin	22.9	24.4	25.9	27.5	29.2	31.0
Tequila	32.8	35.0	37.2	39.5	42.0	44.7
Others	12.3	13.1	14.0	14.8	15.8	16.8
Total	1,078.6	1,147.2	1,216.8	1,288.7	1,366.2	1,450.7

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 224 AFRICA: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2019-2023 (HECTOLITERS)

Type	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Wine	688.3	721.9	755.3	789.0	822.2	4.64%
Whisky	364.5	388.5	413.1	438.6	464.6	6.35%
Rum	187.5	199.2	211.1	223.3	235.8	5.99%
Brandy	46.2	48.7	51.2	53.8	56.3	5.15%
Vodka	150.1	159.3	168.6	178.3	188.0	5.88%
Gin	32.9	34.9	36.8	38.9	40.9	5.67%
Tequila	47.4	50.3	53.2	56.1	59.1	5.77%
Others	17.9	19.0	20.1	21.3	22.5	5.97%
Total	1,535.0	1,621.8	1,709.4	1,799.2	1,889.4	5.43%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Africa luxury wines and spirits market is projected to witness a CAGR of 5.43% and it is projected to reach to 1,889.4 hectoliters during the forecast period 2018-2023. Wine segment is anticipated to account for the maximum market proportion in the Africa luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 822.2 hectoliters by the end of 2023. However, whisky segment is projected to register the substantial growth rate (6.35%) during the forecast period 2018-2023.

TABLE 225 AFRICA: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2013-2018 (USD MILLION)

Distribution Channel	2013	2014	2015	2016	2017	2018
Food Service	299.7	323.0	347.2	373.0	400.5	430.3
Food Retail	600.3	646.7	694.9	746.2	800.8	860.0
Total	899.9	969.8	1,042.1	1,119.2	1,201.4	1,290.3

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 226 AFRICA: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2019-2023 (USD MILLION)

Distribution Channel	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Food Service	460.3	491.6	524.3	558.5	594.0	6.66%
Food Retail	918.6	979.8	1043.7	1110.1	1179.2	6.52%
Total	1,378.9	1,471.4	1,568.0	1,668.6	1,773.2	6.56%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Africa luxury wines and spirits market is projected to witness a CAGR of 6.56% and it is projected to reach USD 1,773.2 Million during the forecast period 2018-2023. Food retail segment is anticipated to account for the maximum market proportion in the Africa luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 1179.2 Million by the end of 2023. However, food service segment is projected to register the substantial growth rate (6.66%) during the forecast period 2018-2023.

TABLE 227 AFRICA: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2013-2018 (HECTOLITERS)

Distribution Channel	2013	2014	2015	2016	2017	2018
Food Service	359.2	382.1	405.4	429.5	455.5	483.8
Food Retail	719.4	765.1	811.3	859.2	910.7	966.9
Total	1,078.6	1,147.2	1,216.8	1,288.7	1,366.2	1,450.7

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 228 AFRICA: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2019-2023 (HECTOLITERS)

Distribution Channel	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Food Service	512.4	541.8	571.6	602.2	633.0	5.52%
Food Retail	1022.6	1079.9	1137.8	1197.0	1256.5	5.38%
Total	1,535.0	1,621.8	1,709.4	1,799.2	1,889.4	5.43%

Source: Industry Expert, Secondary Research, and MRFR Analysis

Africa luxury wines and spirits market is projected to witness a CAGR of 5.43% and it is projected to reach to 1,889.4 hectoliters during the forecast period 2018-2023. Food retail segment is anticipated to account for the maximum market proportion in the Africa luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 1256.5 hectoliters by the end of 2023. However, food service segment is projected to register the substantial growth rate (5.52%) during the forecast period 2018-2023.

8.5.3 South America

TABLE 229 SOUTH AMERICA: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2013-2018 (USD MILLION)

Type	2013	2014	2015	2016	2017	2018
Wine	2,787.6	3,000.0	3,219.8	3,453.5	3,702.1	3,971.1
Whisky	470.0	506.5	544.2	584.4	627.2	673.6
Rum	138.5	149.4	160.8	172.8	185.7	199.6
Brandy	258.7	278.2	298.5	320.0	342.9	367.6
Vodka	201.7	217.5	233.8	251.2	269.8	289.9
Gin	127.2	137.4	147.9	159.1	171.1	184.1
Tequila	120.1	129.6	139.5	150.0	161.2	173.3
Others	81.6	88.1	94.7	101.9	109.5	117.7
Total	4,185.6	4,506.7	4,839.1	5,192.9	5,569.5	5,977.0

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 230 SOUTH AMERICA: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2019-2023 (USD MILLION)

Type	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Wine	4,202.3	4,440.4	4,685.1	4,936.4	5,193.9	5.52%
Whisky	722.7	774.2	828.2	884.8	944.0	6.98%
Rum	213.8	228.6	244.1	260.3	277.2	6.79%
Brandy	389.5	412.0	435.3	459.3	483.9	5.65%
Vodka	309.0	328.9	349.7	371.2	393.5	6.30%
Gin	196.1	208.5	221.4	234.8	248.7	6.20%
Tequila	184.4	195.9	207.8	220.1	232.8	6.08%
Others	125.3	133.2	141.4	149.9	158.7	6.14%
Total	6,343.1	6,721.8	7,113.1	7,516.8	7,932.6	5.82%

Source: Industry Expert, Secondary Research, and MRFR Analysis

South America luxury wines and spirits market is projected to witness a CAGR of 5.82% and it is projected to reach USD 7,932.6 Million during the forecast period 2018-2023. Wine segment is anticipated to account for the maximum market proportion in the South America luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 5,193.9 Million by the end of 2023. However, whisky segment is projected to register the substantial growth rate (6.98%) during the forecast period 2018-2023.

TABLE 231 SOUTH AMERICA: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2013-2018 (HECTOLITERS)

Type	2013	2014	2015	2016	2017	2018
Wine	3,341.1	3,548.9	3,759.3	3,976.6	4,210.2	4,464.8
Whisky	563.4	599.1	635.4	672.9	713.3	757.3
Rum	166.1	176.8	187.7	199.0	211.2	224.4
Brandy	310.0	329.2	348.5	368.4	389.9	413.3
Vodka	241.8	257.3	273.0	289.3	306.8	325.9
Gin	152.5	162.5	172.7	183.2	194.6	207.0
Tequila	144.0	153.3	162.8	172.7	183.3	194.9
Others	97.8	104.2	110.6	117.3	124.5	132.4
Total	5,016.6	5,331.3	5,650.0	5,979.4	6,333.8	6,720.0

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 232 SOUTH AMERICA: LUXURY WINES AND SPIRITS MARKET, BY TYPE, 2019-2023 (HECTOLITERS)

Type	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Wine	4,677.9	4,894.0	5,107.6	5,322.9	5,534.2	4.39%
Whisky	804.5	853.3	902.9	954.1	1,005.8	5.84%
Rum	238.0	252.0	266.1	280.7	295.4	5.65%
Brandy	433.5	454.1	474.6	495.2	515.6	4.52%
Vodka	344.0	362.5	381.2	400.2	419.2	5.16%
Gin	218.2	229.8	241.4	253.2	265.0	5.07%
Tequila	205.3	215.9	226.5	237.3	248.1	4.95%
Others	139.5	146.8	154.2	161.6	169.0	5.01%
Total	7,061.0	7,408.5	7,754.4	8,105.4	8,452.4	4.69%

Source: Industry Expert, Secondary Research, and MRFR Analysis

South America luxury wines and spirits market is projected to witness a CAGR of 4.69% and it is projected to reach to 8,452.4 hectoliters during the forecast period 2018-2023. Wine segment is anticipated to account for the maximum market proportion in the Africa luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 5,534.2 hectoliters by the end of 2023. However, whisky segment is projected to register the substantial growth rate (5.84%) during the forecast period 2018-2023.

TABLE 233 SOUTH AMERICA: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2013-2018 (USD MILLION)

Distribution Channel	2013	2014	2015	2016	2017	2018
Food Service	1566.7	1687.3	1812.2	1945.3	2086.9	2240.2
Food Retail	2619.0	2819.4	3026.9	3247.6	3482.6	3736.8
Total	4,185.6	4,506.7	4,839.1	5,192.9	5,569.5	5,977.0

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 234 SOUTH AMERICA: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2019-2023 (USD MILLION)

Distribution Channel	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Food Service	2378.9	2522.5	2671.1	2824.5	2982.7	5.89%
Food Retail	3964.2	4199.2	4442.0	4692.3	4950.0	5.78%
Total	6,343.1	6,721.8	7,113.1	7,516.8	7,932.6	5.82%

Source: Industry Expert, Secondary Research, and MRFR Analysis

South America luxury wines and spirits market is projected to witness a CAGR of 5.82% and it is projected to reach USD 7,932.6 Million during the forecast period 2018-2023. Food retail segment is anticipated to account for the maximum market proportion in the South America luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to USD 4950.0 Million by the end of 2023. However, food service segment is projected to register the substantial growth rate (5.89%) during the forecast period 2018-2023

TABLE 235 SOUTH AMERICA: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2013-2018 (HECTOLITERS)

Distribution Channel	2013	2014	2015	2016	2017	2018
Food Service	1877.7	1996.0	2115.9	2239.9	2373.3	2518.7
Food Retail	3138.9	3335.2	3534.1	3739.5	3960.5	4201.4
Total	5,016.6	5,331.3	5,650.0	5,979.4	6,333.8	6,720.0

Source: Industry Expert, Secondary Research, and MRFR Analysis

TABLE 236 SOUTH AMERICA: LUXURY WINES AND SPIRITS MARKET, BY DISTRIBUTION CHANNEL, 2019-2023 (HECTOLITERS)

Distribution Channel	2019	2020	2021	2022	2023	CAGR % (2018-2023)
Food Service	2648.1	2780.2	2911.9	3045.7	3178.1	4.76%
Food Retail	4412.8	4628.2	4842.5	5059.7	5274.3	4.65%
Total	7,061.0	7,408.5	7,754.4	8,105.4	8,452.4	4.69%

Source: Industry Expert, Secondary Research, and MRFR Analysis

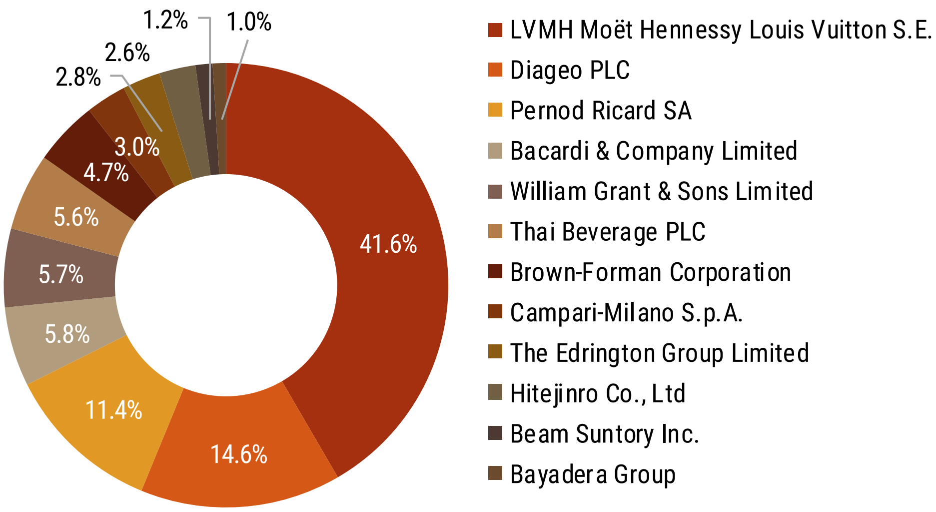
South America luxury wines and spirits market is projected to witness a CAGR of 4.69% and it is projected to reach to 8,452.4 hectoliters during the forecast period 2018-2023. Food retail segment is anticipated to account for the maximum market proportion in the Africa luxury wines and spirits market over the forecast period of 2018-2023. The segment is projected to reach to 5274.3 hectoliters by the end of 2023. However, food service segment is projected to register the substantial growth rate (4.76%) during the forecast period 2018-2023.

Competitive Landscape

CHAPTER 9

The global luxury wines and spirits market is highly competitive. The key industry players have adopted several strategies such as expansions, product launches, and acquisitions to strengthen their market positions. Most companies in the market are focused on expanding operations across regions, augmenting their capabilities, and building strong partner relations.

FIGURE 20 GLOBAL LUXURY WINES AND SPIRITS MARKET: MARKET SHARE, BY KEY PLAYERS, 2017



Source: Annual Reports, Company Websites, Secondary Literature, and MRFR Analysis

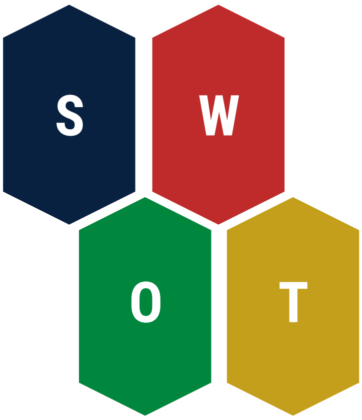
Note: Vendor share analysis has been provided based on company revenues, product portfolio, geographical reach, distribution network, recent developments, and expert insights.

This graph indicates the market share of key manufacturers in the global luxury wines and spirits market. LVMH Moët Hennessy Louis Vuitton S.E. accounted for the highest market share of 41.6%. The company has a wide range of wines and spirits and luxurious segment include brands such as Dom Pérignon and Krug. Considering the premium offerings in wines and scotch whiskies as well as extensive footprints in the regions of Europe, North America, and Asia including countries such as France, the US, and Japan, LVMH has been given the largest market share till 2017.

Diageo PLC holds a decent 14.6% share in the luxury wines and spirits market as the company is seen to have high global footprints with numerous premium offerings in the luxury segment. Brands such as John Walker and DeLeón have created a perception of a premium brand in the minds of consumers. The old and rare collection of John Walker such as Johnnie Walker Directors Blend 2011 and Johnnie Walker Directors Blend 2009 are expected to uplift the brand image through its premium taste. On the basis of global footprint, the company has widely distributed its products in the regions of Europe, the Americas, Asia-Pacific, Africa, and also Caribbean. Analysing these factors, Diageo PLC is expected to grow significantly in the luxury wines and spirits market during the forecast period.

With strong research and development, diverse product portfolio, and extensive geographic reach, Pernod Ricard SA has occupied a market share of 11.4% in the global luxury wines and spirits market. Through brands such as Ballantine's 30, Chivas Regal 18, and Perrier-Jouët Belle Epoque, the company has gained enormous appreciations in terms of quality and taste, thereby boosting the global luxury wines and spirits market.

FIGURE 21 SWOT ANALYSIS OF GLOBAL LUXURY WINES AND SPIRITS MARKET



STRENGTHS

- Strong business culture with presence of numerous companies
- Sustainable relationships with suppliers, customers, and regulators and level of trust among businesses
- High gross margin
- Increasing demand among the millennials
- Liberalization of liquor trade

WEAKNESSES

- Heavy reliance on specialty stores
- Obstacles in distribution channels
- Low consumer affordability and willingness to pay for luxury wines and spirits

OPPORTUNITIES

- Expansion of e-commerce sales channel
- Growing market in the Asia-Pacific and North American regions
- Economic uptick and rising number of high net worth individuals across emerging economies of Asia-Pacific
- The new taxation policy can significantly impact the business operations and create new opportunity for established market players

THREATS

- Intense competition among major players
- Imitation and counterfeit products
- Currency fluctuations due to volatile political climate across the world
- Regulations and limitations by government bodies

Source: MRFR Analysis

Company Profiles

CHAPTER 10

10.1 Pernod Ricard SA

10.1.1 Company Overview

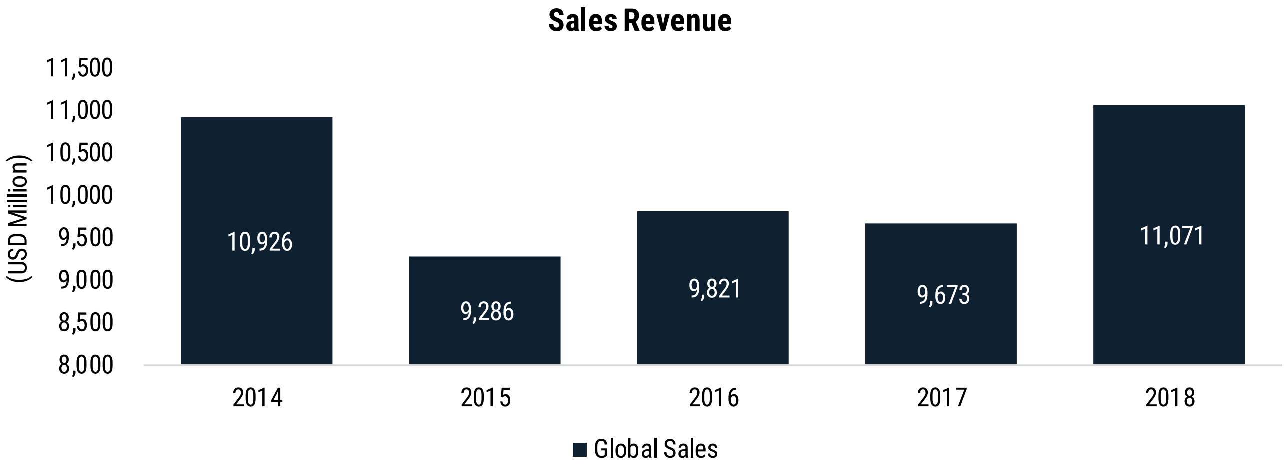
Company Headquarters: Paris, France

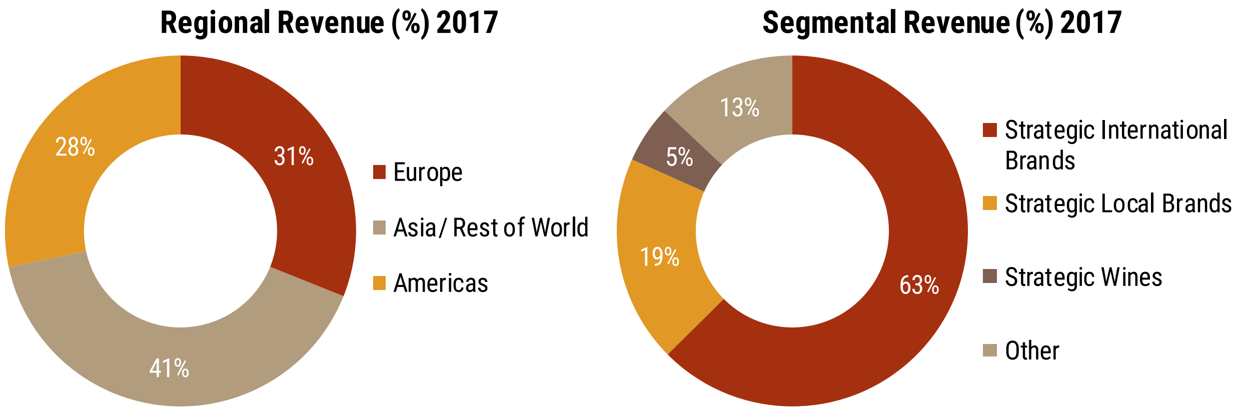
Founded: 1975

Workforce: ~18,914

Company Working: Pernod Ricard SA (Pernod Ricard) produces and sells beers, wines, and spirits in the Americas, Europe, Asia, and internationally. Its principal brands include Absolut, Ballantine's, Beefeater, Chivas Regal, Kahlúa, Malibu, Martell, and Brancott Estate.

10.1.2 Financial Overview





Source: Annual Report, Press Releases, and MRFR Analysis

10.1.3 Products Offered

Portfolio	Brands	Categories
Le Cercle	• Royal Salute 21 • Martell Cordon Bleu • Perrier-Jouët Belle Epoque • Absolut Elyx • Ballantine's 30 • The Glenlivet 18 • Chivas Regal 18 • Plymouth Gin	• Whisky • Brandy • Wine • Vodka • Gin

Source: Company Website

10.1.4 Key Strategies

Pernod Ricard has built a unique portfolio of premium international brands of luxury wines and spirits by launching several products at events and promotions. The company is also inclined towards increasing production capacity and vineyards for in-sourced ingredients. It is expected that the company will continue with several partnerships and acquisitions to increase its footprint across the globe.

10.2 Brown-Forman Corporation

10.2.1 Company Overview

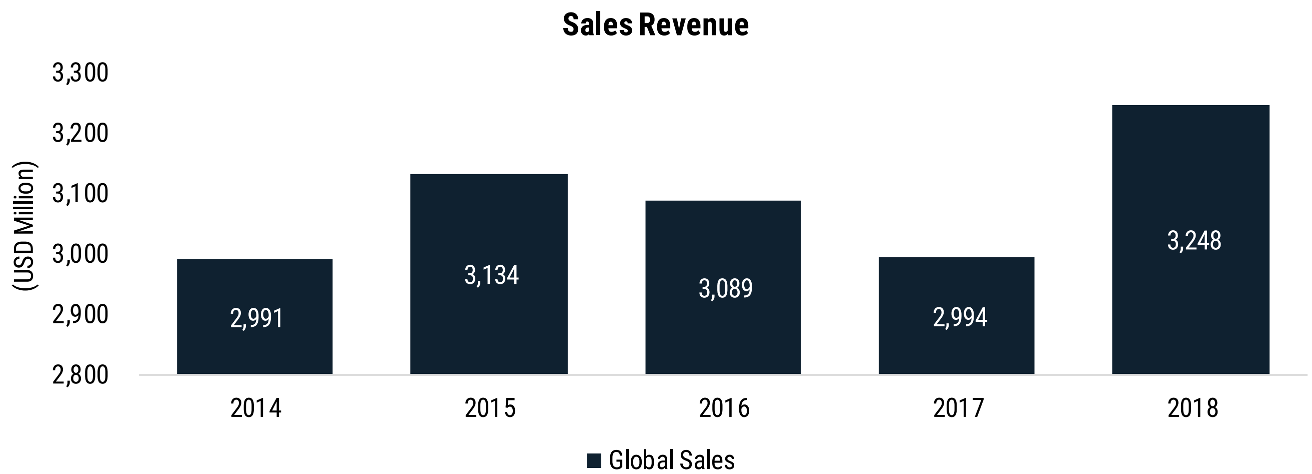
Company Headquarters: Paris, France

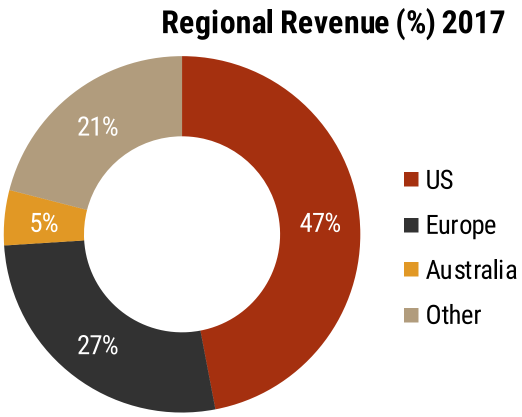
Founded: 1870

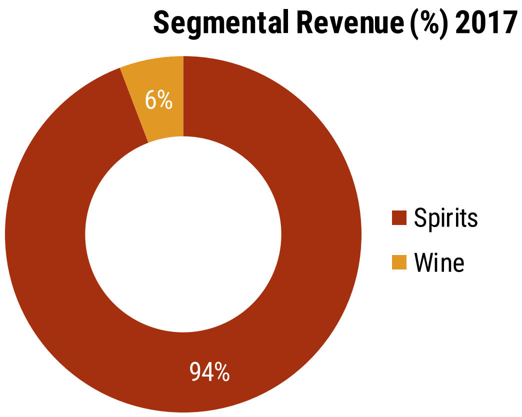
Workforce: ~4,800

Company Working: Brown-Forman Corporation (Brown-Forman) manufactures, bottles, imports, exports, markets, and sells various alcoholic beverages worldwide. It provides spirits, wines, ready-to-drink cocktails, whiskeys, vodkas, tequilas, champagnes, brandy, and liqueurs. Brown-Forman serves consumers through distributors or state governments; and retailers, wholesalers, and provincial governments directly. The company has partnered with Bacardi Limited to distribute its products in the UK market.

10.2.2 Financial Overview







Source: Annual Report, Press Releases, and MRFR Analysis

10.2.3 Products Offered

Type	Brands & Products
Whisky	**Jack Daniel's** – Jack Daniel's Single Barrel, Gentleman Jack Double Mellowed Tennessee Whiskey, Jack Daniel's Sinatra Select, and Jack Daniel's No. 27 Gold. Woodford Reserve – Woodford Reserve Distiller's Select, Woodford Reserve Double Oaked, Woodford Reserve Master's Collection, and Woodford Reserve Kentucky Straight Rye Whiskey. Old Forester – Old Forester Signature and Old Forester Birthday Bourbon. Cooper's Craft – Coopers' Craft bourbon
Scotch	**The BenRiach Distillery** – BenRiach 18 Year Old – Dunder, BenRiach Latada - 18 Year Old - Peated - Madeira Finish, BenRiach 1997 - 19 Year Old - Cask - UK Exclusive, BenRiach 22 Year Old Albariza – Peated, BenRiach 2007 - 10 Year Old - Cask - Batch 15, BenRiach 21 Year Old - Tawny Port Finish, BenRiach 22 Year Old - Dark Rum Cask Finish, and BenRiach 21 Year Old **The GlenDronach Distillery** – GlenDronach 21 Year Old Parliament, GlenDronach 1994 - 19 Year Old - PX Puncheon, GlenDronach 18 Year Old - Marsala Cask Finish, GlenDronach 1995 - 19 Year Old - PX Sherry Puncheon, GlenDronach 2004 - 12 Year Old, GlenDronach 2002 - 14 Year Old, GlenDronach 2003 - 13 Year Old, GlenDronach 2004 - 11 Year Old, GlenDronach 1994 - 20 Year Old, and GlenDronach 1995 - 18 Year Old. **Glenglassaugh Distillery** – Glenglassaugh 1975 - 41 Year Old, Glenglassaugh 1975 - Massandra Madeira Finish, Glenglassaugh 30 Year Old, Glenglassaugh 1967 - 49 Year Old, Glenglassaugh 1973 - 42 Year Old, Glenglassaugh 1968 - 47 Year Old, Glenglassaugh 40 Year Old, Glenglassaugh 1972 - 44 Year Old, Glenglassaugh 1978 - 38 Year Old, Glenglassaugh 1973 Massandra Aleatico Finish, Glenglassaugh 1974- Rum Finish, Glenglassaugh 1973 - 41 Year Old - Sherry Wood Finish, Glenglassaugh 1978 - 35 Year Old - Madeira **Finish** – Massandra, Glenglassaugh 1965 - 50 Year Old, and Glenglassaugh 1963 - 51 Year Old.
Tequila	**Herradur** – Herradura Selección Suprema and Herradura Colección de la Casa. Don Eduardo – Don Julio 1942 Tequila and Don Julio 1942 Illuminated.
Liquor	**Chambord** – Chambord Liqueur 1980s
Wine	**Korbel** – Korbel Organic Brut and Korbel Blanc de Noirs. **Sonoma-Cutrer** – The Cutrer

Source: Company Website1

10.2.4 Key Strategies

Brown-Forman is majorly focussed on launching new products to strengthen its business portfolio. The company has also invested in major developments such as establishing its own distribution in France and Spain, acquisitions of major brands to enable operations in major countries of Europe. Brown-Forman is also inclined towards opening several distilleries across the globe in other to meet the growing consumer demand. Furthermore, global expansion in terms of distribution and geographic presence are major strategies adopted by the company.

10.3 Diageo PLC

10.3.1 Company Overview

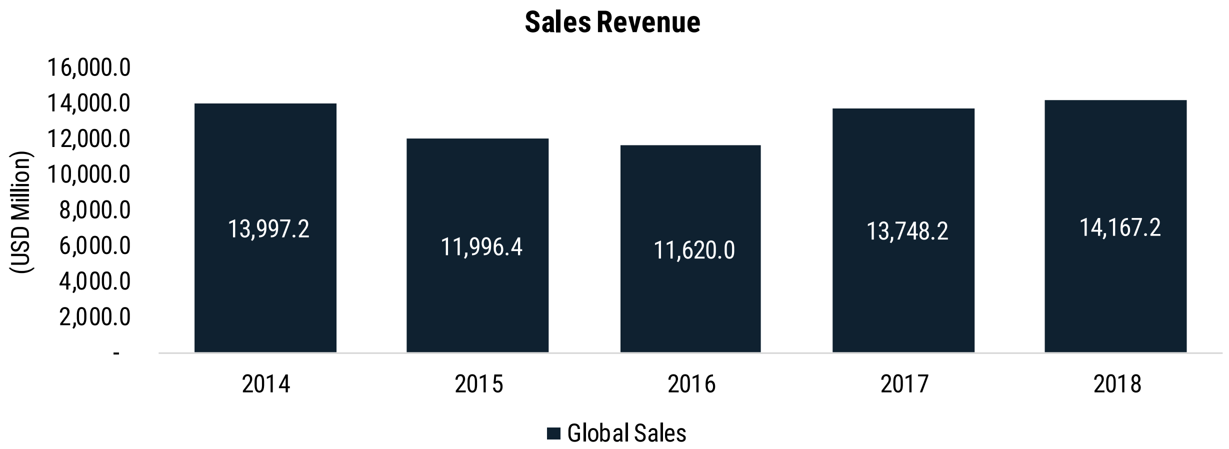
Company Headquarters: London, UK

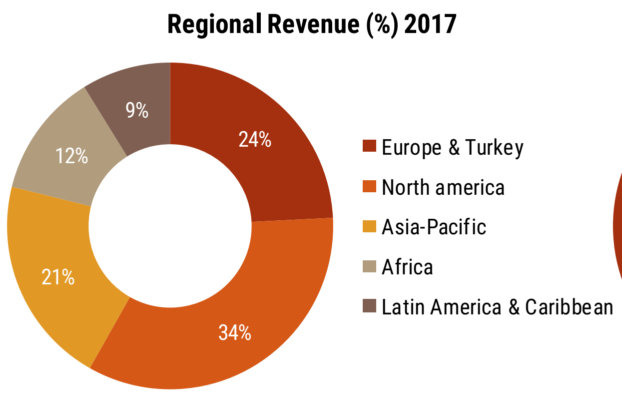
Founded: 1886

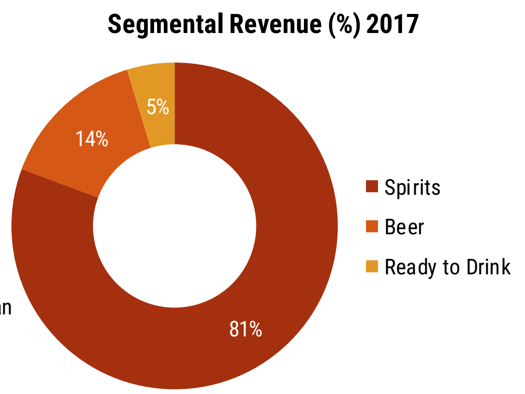
Workforce: ~ 29,362

Company Working: Diageo PLC, together with its subsidiaries, produces, markets, and sells alcoholic beverages worldwide. The company offers a collection of brands across spirits, beer, cider, and wine categories. The company also provides adult beverages and non-alcoholic products. Furthermore, Diageo acquired the world's second-largest spirits company in India called United Spirits Limited to operate in the Indian market.

10.3.2 Financial Overview







Source: Annual Report, Press Releases, and MRFR Analysis

10.3.3 Products Offered

Type	Brands & Products
Whisky	**Bell's** – Bell's Year of the Sheep (1991) - 12 Year Old, Bell's Decanter Golden Wedding Anniversary of Queen – 1997, Bells William & Kate Royal Wedding Decanter - Limited Release, Bell's Decanter Birth of Prince Henry – 1984, Bell's Decanter Charles & Diana – 1981, and Blair Athol 8 Year Old.
	Buchanan's – Buchanan's master
	Cardhu – Cardhu 21 Year Old - Special Releases 2013
	Cragganmore – Cragganmore - Special Releases 2016 and Secret Stills No: 2.2 1966 - Gordon & Macphail
	Glenkinchie – Glenkinchie 1991 - 24 Year Old - Special Releases 2016 and Glenkinchie 1996 - Distillers Edition
	Haig Club – Haig Club Deluxe
	John Walker – John Walker & Sons King George V, John Walker & Sons Private Collection – 2015, John Walker & Sons Private Collection – 2016, Johnnie Walker Blue Label, Johnnie Walker Blue Label - Alfred Dunhill, Johnnie Walker Blue Label - Brora - Ghost & Rare, Johnnie Walker Blue Label - Port Ellen - Ghost & Rare, Johnnie Walker Blue Label - Ryder Cup 2014, Johnnie Walker Blue Label - Striding Man Edition, Johnnie Walker Blue Label - Year Of The Rooster, Johnnie Walker Blue Label Capsule Series by Tom Dixon, Johnnie Walker Blue Winter Edition, Johnnie Walker Deco and many others.
	Mortlach – Mortlach 18 Year Old, Mortlach 18 Year Old - Batch 3 - That Boutique-y Whisky Company, Mortlach 1966 - Gordon & MacPhail, Mortlach 1971 - 32 Year Old, Mortlach 1981 - Bottled 2015 - Gordon & MacPhail, Mortlach 1989 - 26 Year Old - Xtra Old Particular, Mortlach 1991 - 23 Year Old - Cask 5887 - Mackillop's Choice, Mortlach 1997 - 20 Year Old - Cask 2977 - Mackillop's Choice, Mortlach 22 Year Old - Batch 4 - That Boutique-y Whisky Company, and Mortlach 25 Year Old.
	Oban – Oban 21 Year Old - Special Releases 2018 and Oban 21 Year Old - Bottled 2013
	Talisker – Talisker 1977 - 35 Year Old - Bottled 2012, Talisker 25 Year Old - Bottled 2017, Talisker 30 Year Old - Bottled 2011, and Talisker 40 Year Old - Bodega Series.
	The Singleton – Singleton of Glendullan 38 Year Old - Special Releases 2014 and Singleton of Dufftown 1985 - 28 Year Old - Special Releases 2013
	Caol Ila – Caol Ila 18 Year Old - Special Releases 2017, Caol Ila 1979 - 35 Year Old - Directors' Cut, Caol Ila 1980 - 37 Year Old - Xtra Old Particular, Caol Ila 35 Year Old - Special Releases 2018, and Caol Ila Unpeated 15 Year Old - Special Releases 2018.
	Clynelish – Clynelish 1992 - 21 Year Old - Cadenheads Small Batch and Clynelish Select Reserve - 2nd Edition - Special Release 2015
	Dalwhinnie – Dalwhinnie 1987 - 25 Year Old - Special Releases 2012 and Dalwhinnie 25 Year Old - Special Releases 2015.
	Glen Elgin – Glen Elgin 1998 - 18 Year Old - Special Releases 2017
	Lagavulin – Lagavulin 12 Year Old - Special Releases 2018, Lagavulin 18 Year Old - Feis Ile 2018, Lagavulin 25 Year Old - 200th Anniversary, Lagavulin Distillery Exclusive 2017, and Lagavulin Jazz Festival 2017.
Rum	**Ron Zacapa** – Ron Zacapa Centenario XO Rum Solera Gran Reserva Especial

Type	Brands & Products
	Bundaberg Rum – Master Distillers' Collection Solera and Bundaberg Rum Small Batch Spiced 130th Limited Edition
Tequila	**DeLeón** – DeLeón Diamante, DeLeón Extra Anejo, and DeLeón Leóna

Source: Company Website

10.3.4 Key Strategies

Diageo is primarily inclined towards increasing its presence across the globe. With strong brand loyalty, the company is able to understand extensive consumer insights and develop products to cater growing demand for luxury wines and spirits. The company has opened several retail stores such as the experiential retail store in Madrid under Johnnie Walker brand. These expansion initiatives have enabled the company to distribute its products across several regions of the world. Furthermore, strategic acquisitions and partnerships have also boosted the company sales.

10.4 Bacardi & Company Limited

10.4.1 Company Overview

Company Headquarters: Hamilton, Bermuda

Founded: 1862

Workforce: ~ 7,000

Company Working: Bacardi & Company Limited (Bacardi) produces and market spirits to markets worldwide. It offers rum, vodka, Scotch whisky, gin, vermouth and sparkling wines, and tequila. The company also imports and distributes wines and spirits in the Netherlands. The Company operates production facilities, including bottling, distilling, and manufacturing facilities in Puerto Rico, Scotland, Italy, France, Spain, Germany, Mexico, and others. It also has presence in the United States, Spain, France, the United Kingdom, Mexico, Germany, Italy, China, Brazil, and the Russian Federation.

10.4.2 Financial Overview

Sales Revenue: This is a privately held company. Hence, the financial information is not available in the public domain.

10.4.3 Products Offered

Brands	Products
DEWAR'S Blended Scotch Whisky	**ABERFELDY** – Aberfeldy 21 Year Old - Old Bottling **AULTMORE** – Aultmore 18 years old **CRAIGELLACHIE** – Craigellachie 23 Year Old
Bombay Sapphire	Star of Bombay
Grey Goose Vodkay	Grey Goose Vodka - 4.5 Litre Magnum, and Grey Goose Vodka - 6 Litre Magnum
PATRÓN	Gran Patron Burdeos Anejo Tequila, Gran Patron Piedra - Extra Anejo Tequila, and Gran Patron Platinum Tequila
D'Ussé	D'Ussé VSOP Cognac, D'Ussé XO Cognac, and D'Ussé VSOP Flask Cognac

Source: Company Website

10.4.4 Key Strategies

Bacardi with its premium offerings is majorly focussing on strong distribution and increasing consumer base. Through several initiatives such as product launches in different types of liquors and investments in construction of R&D labs as well as breweries across the regions of Europe and Asia-pacific have fuelled the global luxury wines and spirits market during the previous years. It is expected that the company will enter into several more strategic acquisitions and partnerships to cater extensive geographic areas across the world during the forecast period.

10.5 Thai Beverage PLC

10.5.1 Company Overview

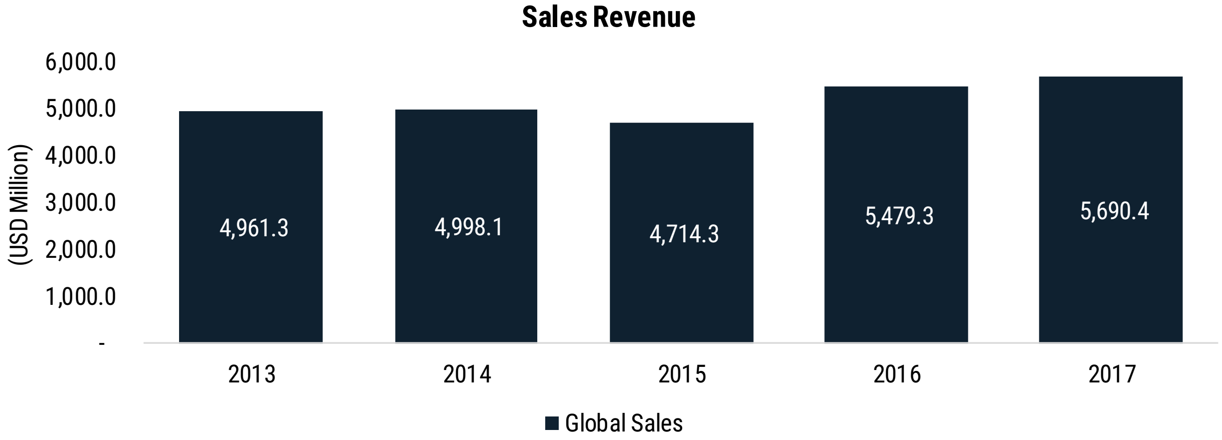
Company Headquarters: Bangkok, Thailand

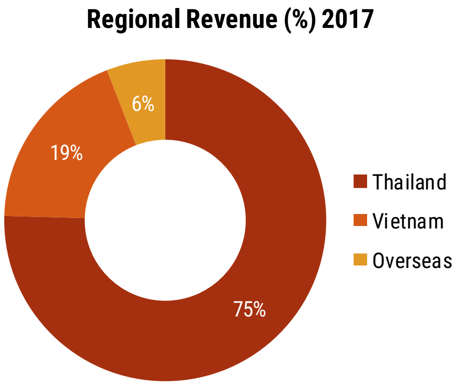
Founded: 2003

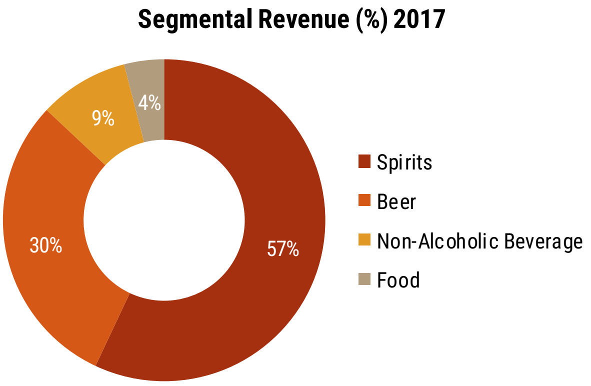
Workforce: ~ 22,000

Company Working: Thai Beverage PLC (Thaibev), along with its subsidiaries, produces and distributes alcoholic and non-alcoholic beverages, and food products in Thailand and internationally. It offers liquor and beer products; spirits, including brown spirits, white spirits, herbs, and other products.

10.5.2 Financial Overview







Source: Annual Report, Press Releases, and MRFR Analysis

10.5.3 Products Offered

Category	Brands
Premium Thai Spirits	• Mekhong • Phraya
Single Malt Scotch Whisky	• Old Pulteney • Balblair • AnCnoc • Speyburn
Blended Scotch Whisky	• Hankey Bannister • Catto's
Chinese Spirits	• Yuanjiang • Yu Lin Quan

Source: Company Website

10.5.4 Key Strategies

Thaibev is highly focussed on creating its brand presence across Asia-Pacific through several product launches in countries such as Thailand and Vietnam. Furthermore, Thaibev is also inclined towards strategic partnerships which is helping the company to increase its distribution across regions and global footprint.

10.6 Campari-Milano S.p.A.

10.6.1 Company Overview

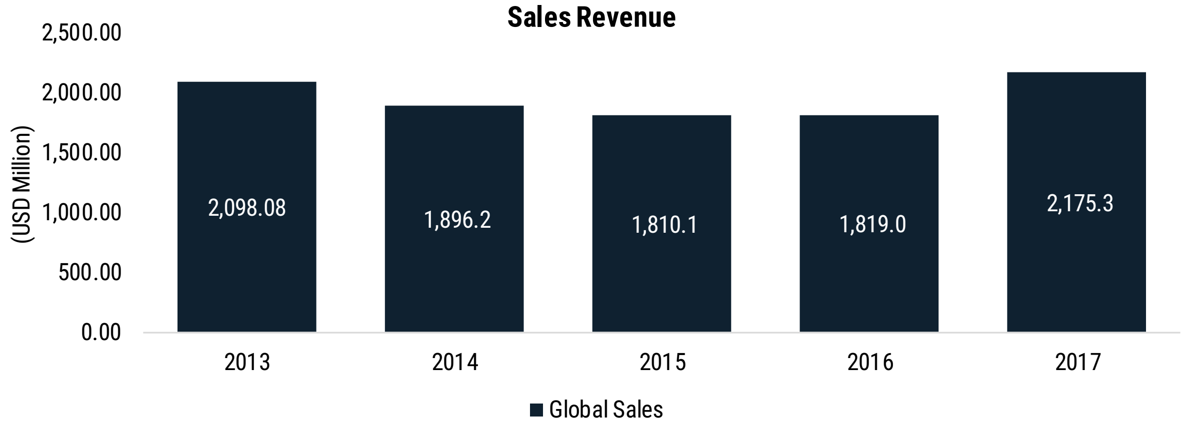
Company Headquarters: Milan, Italy

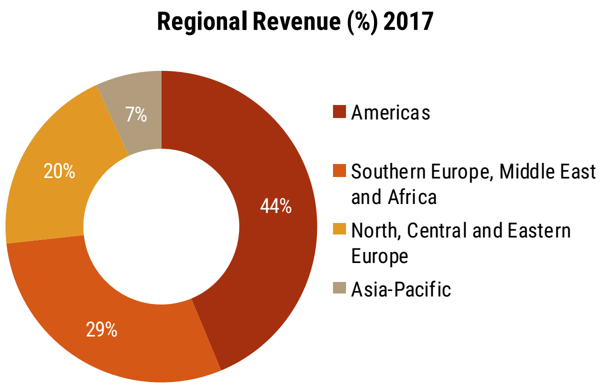
Founded: 1860

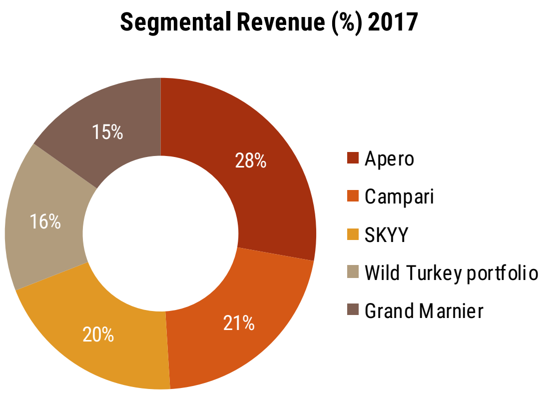
Workforce: ~3,950

Company Working: Davide Campari - Milano S.p.A. (Campari) is a global producer and distributor of branded spirits, wines, and soft drinks. The Company's products include aperitifs, vodka, tequila, liquors, vermouths, and various wines, as well as flavored sodas.

10.6.2 Financial Overview







Source: Annual Report, Press Releases, and MRFR Analysis

10.6.3 Products Offered

Category	Brands & Products
Aperitifs	**Cinzano Aperitif** – Cinzano 1757
Vodka	**Jean-Marc** – Jean Marc XO Vodka
Whisky	**Wild Turkey** – Wild Turkey Master's Keep - 17 Year Old **Glen Grant** – Glen Grant 1950 - Bottled 2010 - Gordon & Macphail, Glen Grant 1952 - Bottled 2012 - Gordon & Macphail, Glen Grant 1966 - Gordon & Macphail, Glen Grant 1967 - Bottled 2014 - Gordon & MacPhail, Glen Grant 20 Year Old - Old Particular, and Glen Grant 50 Year Old - Sherry Cask. **Drury's** – Drury's Desde 1959 **Forty Creek** – Forty Creek Copper Pot Reserve Canadian Whisky
Rum	**Appleton Estate** – Appleton Estate rare blend 12 year old, Appleton Estate 21 year old Jamaica rum, and Appleton Estate 50 year old Jamaica rum
Liqueur	**Grand Marnier –** Grand Marnier Cuvée Louis Alexandre Liqueur (Cognac Base), Grand Marnier Cuvée Du Centenaire 100th Anniversary Edition Liqueur (Cognac Base), and Grand Marnier Cordon Rouge Liqueur (Cognac Base)

Source: Company Website

10.6.4 Key Strategies

Campari is increasing its global footprint by acquiring major distilleries and renowned brands across the globe. The company is also launching several liquors with innovated flavors to attract new and present consumers. With several expansion plans such as set up of distilleries, breweries, strategic acquisitions, and partnerships in the regions of North America and Europe, Campari is expected to surpass major players in the global luxury wines and spirits market during the forecast period.

10.7 The Edrington Group Limited

10.7.1 Company Overview

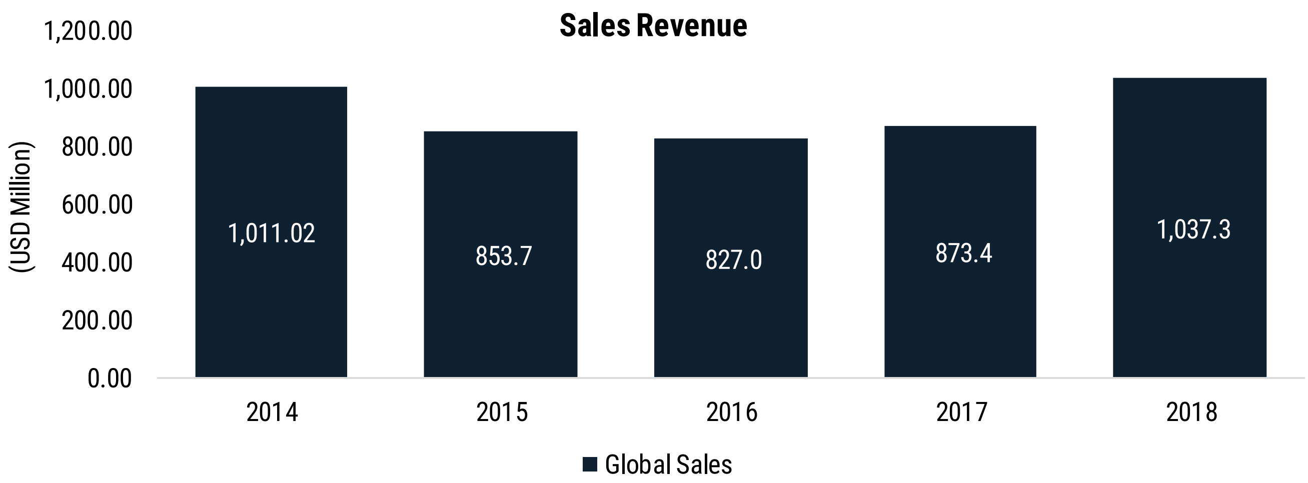
Company Headquarters: Glasgow, UK

Founded: 1961

Workforce: ~2,255

Company Working: The Edrington Group Limited (Edrington) produces and sells spirits. Its products include whisky, rum, and vodka. The company serves customers through a network of distribution and marketing teams, and distribution partnerships in the UK and internationally.

10.7.2 Financial Overview



Source: Annual Report, Press Releases, and MRFR Analysis

10.7.3 Products Offered

Category	Brands & Products
Whisky	**The Macallan** – Sherry Oak, Double Cask, Triple Cask Matured, The Quest Collection, Rare Cask, The Masters Decanter Series, Fine and Rare, Limited Releases, Travel Retail Exclusives, and Past Releases. **The Famous Grouse** – Glenturret 1986 - Famous Grouse - Commonwealth Games 2014 and Famous Grouse - Highland Decanter - 100 Years. **Cutty Sark** – Cutty Sark Blended Scots Whisky and Cutty Sark Tam O'shanter 25 Year Old. **Highland Park** – Highland Park 18 Year Old Viking Pride, Highland Park the Dark 17 Year Old, Highland Park 1995 22 Year Old TWE Exclusive G&M, Highland Park the Light 17 Year Old, Highland Park 1995 23 Year Old Ad Rattray, and many more. **The Glenrothes** – Glenrothes 1996 Carn Mor Celebration of The Cask
Rum	**Brugal** – Brugal 1888, Siglo De Oro, and Papa Andres.

Source: Company Website

10.7.4 Key Strategies

Edrington is inclined towards making world's premium scotch whiskies through extensive research and skilled employees. The company is also spending heavily on packaging labels as well as the design of bottles to resemble supremacy of the products. Strong distribution and business expansions in regions such as South East Asia and Europe have boosted the global footprint of the company in the past years. It is expected that the company will grow in terms of brands and product categories as well as acquire major brands to offer products across the globe during the forecast period.

10.8 Bayadera Group

10.8.1 Company Overview

Company Headquarters: Zhytomyr, Ukraine

Founded: 1991

Workforce: ~5,624

Company Working: Bayadera Group through its subsidiaries manufactures and distributes alcoholic beverages. Bayadera Group has a strong portfolio of own domestic and imported brands, which has been formed in consideration of consumer's preferences and regional characteristics in all categories of alcoholic beverages.

10.8.2 Financial Overview

Sales Revenue: This is a privately held company. Hence, the financial information is not available in the public domain.

10.8.3 Products Offered

Brands
The company offers luxury vodka, cognac and brandy, wine, vermouth, rum, gin, and whisky under the brands of Kozatska Pada, Marengo, Tjarovska, and First Guild.

Source: Company Website

10.8.4 Key Strategies

Bayadere Group creates and develops favorite brands worldwide. The success of the company is attained through quality, dedication and integrity. The company is taking initiatives to expand across several regions across the globe. These initiatives include tie ups with well established brands for distribution and brand awareness as well as product launches meeting consumer demand and requirements. It is expected that the company would spend on promotion as well as in setting up stores across different geographies to increase revenue during the forecast period.

10.9 LVMH Moët Hennessy Louis Vuitton S.E.

10.9.1 Company Overview

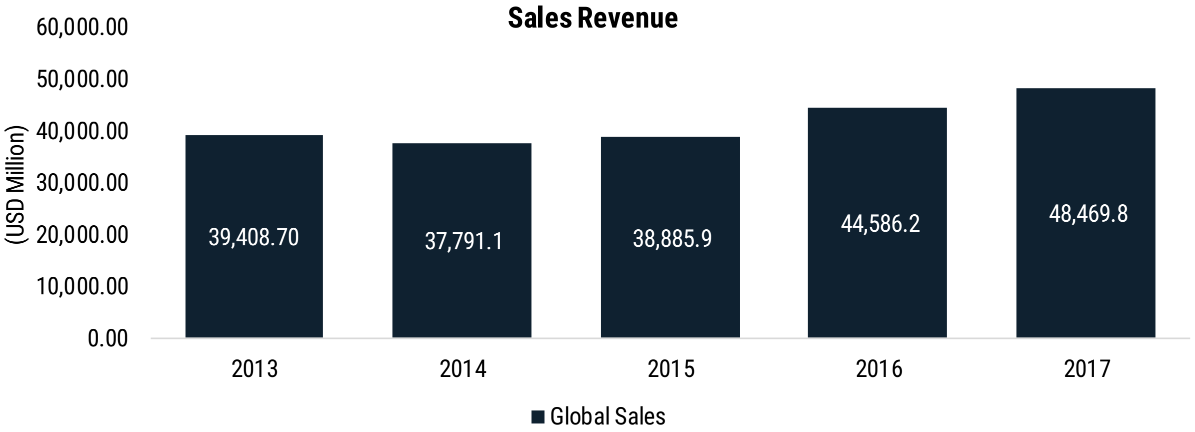
Company Headquarters: Paris, France

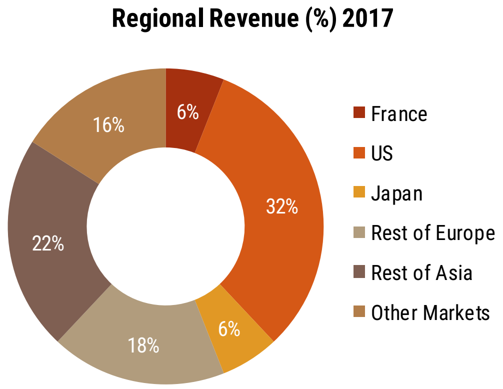
Founded: 1987

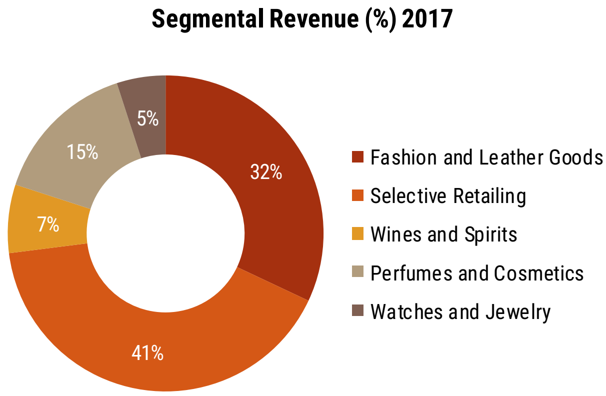
Workforce: ~1,45,000

Company Working: LVMH Moët Hennessy Louis Vuitton S.E. (LVMH) operates as a luxury products company. The company operates through several segments including luxury wines and spirits. As of December 31, 2017, the company operated 4,374 stores worldwide.

10.9.2 Financial Overview







Source: Annual Report, Press Releases, and MRFR Analysis

10.9.3 Products Offered

Category	Brands
Wines	• Clos des Lambrays • Château d'Yquem • Dom Pérignon • Ruinart • Veuve Clicquot • Château Cheval Blanc • Krug • Newton Vineyard • Ao Yun • Clos 19
Whisky	• Glenmorangie
Cognac	• Hennessy o Hennessy Paradis Cognac, Hennessy Paradis Imperial Cognac, James Hennessy Cognac, Hennessy JonOne Deluxe Edition Gift Set (150cl) Cognac, Hennessy Privé Cognac, Hennessy XO Exclusive Collection 9 (IX) 2016 By Tom Dixon Cognac, Hennessy Beauté Du Siécle Cognac, Hennessy XO Exclusive Collection VI Cognac, Hennessy XO Exclusive Collection 7 (VII) 2014 Tom Dixon Cognac, Hennessy XO 2012 Exclusive Collection 6 / VI Cognac, Hennessy XO Exclusive Collection 8 (VIII) 2015 By Tom Dixon Cognac, Hennessy XO Limited Edition 2013 Nr. 6 By Arik Levy Cognac, Hennessy XO Exclusive Collection 9 (IX) 2016 By Tom Dixon Cognac, Hennessy Richard Extra Cognac, Hennessy XO Experience Limited Edition With Glasses Cognac, Hennessy Ellipse Cognac, Hennessy XO Extra Old Cognac, Hennessy XO Hip Flask Cognac, Hennessy Private Reserve Grande Champagne Premier Grand Cru 1865 Cognac, Hennessy Paradis Extra 2004 Cognac, Hennessy 250 Collector Blend Cognac, Hennessy Ellipse (Private Seller) Cognac, Hennessy XO Exclusive Collection 11 2018 Edition II By Marc Newson Cognac, Hennessy Diptyque Cognac, and Hennessy Paradis Cognac among others.

Source: Company Website

10.9.4 Key Strategies

LVMH is emphasizing on expansion and product launch to expand its geographical presence as well as strong presence in European region. The company offers premium wines and spirits under several brands that creates a high brand image among the minds of consumers. LVMH continues to expand its business portfolio through several acquisitions in Europe and other parts of the globe. The company also owns a number of vineyards with high production and skilled labor.

10.10 William Grant & Sons Limited

10.10.1 Company Overview

Company Headquarters: Dufftown, UK

Founded: 1886

Workforce: ~915

Company Working: William Grant & Sons Limited manufactures and distributes spirits under the brand several names. The company distributes its products worldwide. It offers its products through wholly-owned, joint venture, and third party distribution companies in the United Kingdom and internationally. The company has its marketing office in Moscow and Russian Federation. William Grant & Sons Limited operates as a subsidiary of William Grant & Sons Holdings Ltd.

10.10.2 Financial Overview

Sales Revenue: This is a privately held company. Hence, the financial information is not available in the public domain.

10.10.3 Products Offered

Brand	Products
Glenfiddich	Exotic Mystery, Experimental Experience, Glenfiddich 12 Year Old - Special Reserve, Glenfiddich 15 Year Old - Hand Filled - Distillery Exclusive, Glenfiddich 18 Year Old - Ancient Reserve Black, Glenfiddich 18 Year Old – Excellence, Glenfiddich 18 Year Old - Old Bottling, Glenfiddich 18 Year Old - Special Old Reserve – Green, Glenfiddich 19 Year Old - Age of Discovery Bourbon, Glenfiddich 19 Year Old - Age of Discovery Collection, and Glenfiddich 19 Year Old - Age of Discovery Madeira, Glenfiddich 1977 - 37 Year Old - Rare Collection, Glenfiddich 1992 - 22 Year Old - Rare Collection, Glenfiddich 21 Year Old, Glenfiddich 21 Year Old - Old Bottling, Glenfiddich 21 Year Old - Wedgewood Decanter - With Box, Glenfiddich 21 Years Old - Gran Reserva Cuban Rum Finish, Glenfiddich 25 Year Old, Glenfiddich 30 Year Old, and many more.
Glen Grant	Grant's Standfast Bot.1970s, Grant's Standfast Bot.1980s, Grant's London Dry Gin Bot.1950s Spring Cap, Grant's Standfast Bot.1970s, Glen Grant 18 Year Old, Glen Grant 1958 Bot.2013 Gordon & MacPhail, Glen Grant 1995 22 Year Old A D Rattray, Glen Grant 1964 Bot.2015 G&M, and many others.
The Balvenie	Balvenie Tun 1509 Batch 4, Balvenie-Glenlivet "AS WE GET IT" Bot.1980s, Balvenie 1976 Bot.2008 Cask #6570, Balvenie 1974 25 Year Old Single Barrel 15015, Balvenie 1978 30 Year Old Cask #2705, Balvenie 1974 25 Year Old Single Barrel Cask 15204, Balvenie 12 Year Old Classic Bot.1980s, and Balvenie 1973 Bot.2004 among others.
Drambuie	Drambuie Whisky Liqueur Decanter
Monkey Shoulder	Monkey Shoulder Gorilla Edition 4.5L

Source: Company Website

10.10.4 Key Strategies

William Grant & Sons sis among the world's leading brands of Scotch whisky. The company offers its premium products across Europe and other regions of the world. Products launches, and developments are a major part of company strategies. Several acquisitions and partnerships with major brands have led to the widespread distribution of the company products across the globe. The company is also focused on innovative bottling and packaging labels to create a premium image in the minds of the consumers.

10.11 Hitejinro Co., Ltd

10.11.1 Company Overview

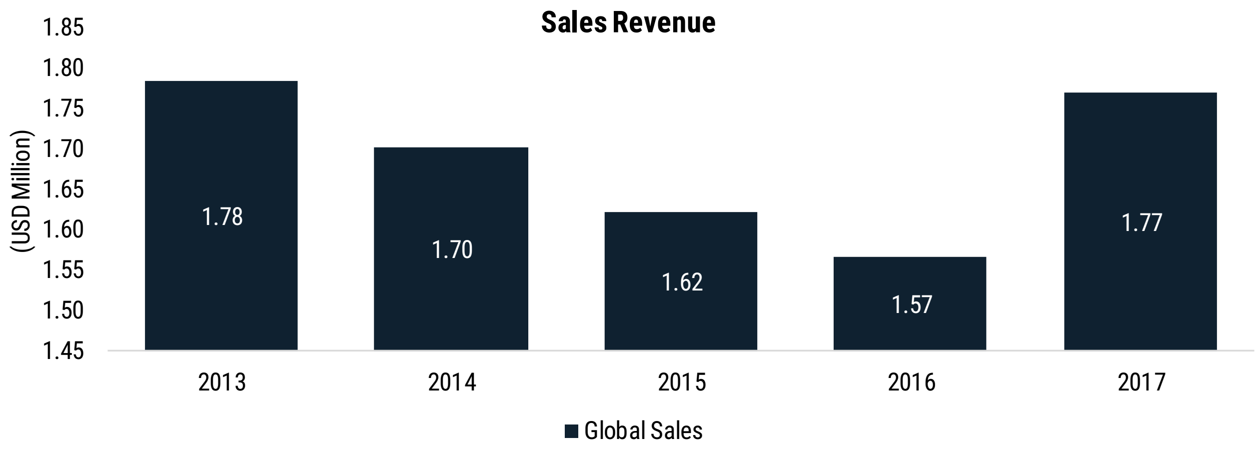
Company Headquarters: Seoul, South Korea

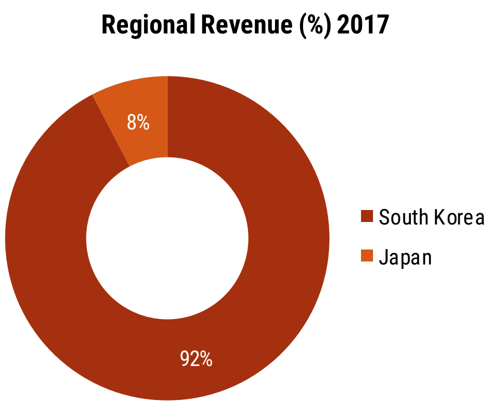
Founded: 1924

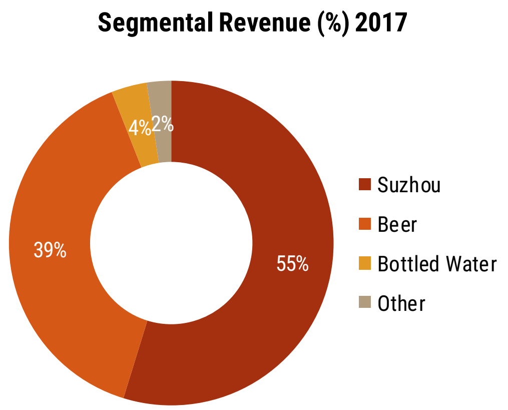
Workforce: ~2,989

Company Working: Hitejinro Co., Ltd (Hitejinro) operates as a liquor company in South Korea. Hitejinro also exports its products to 50 countries. The company was formerly known as Jinro Ltd and changed its name to Hitejinro Co., Ltd in September 2011.

10.11.2 Financial Overview







Source: Annual Report, Press Releases, and MRFR Analysis

10.11.3 Products Offered

Category	Brands
Whisky	• The Class 1933 • The Class 33˚ • The Class
Wine	• Henkell

Source: Company Website

10.11.4 Key Strategies

Hitejinro Co., Ltd offers its products in South Korea as well as in Japan through strong distribution and networking. The company is inclined towards aggressive promotion through several media platforms and over the line activities. The company has also been seen to be launching products in campaigns and sponsoring events to increase brand awareness for a strong consumer base. It is expected that the company will build more production units to meet growing consumer demand in Asia-Pacific during the forecast period.

10.12 Beam Suntory Inc.

10.12.1 Company Overview

Company Headquarters: Seoul, South Korea

Founded: 1904

Workforce: ~3,300

Company Working: Beam Suntory Inc. (Beam Suntory) offers luxury spirits along with other alcoholic beverages. The company was formerly known as Beam Inc. and changed its name to Beam Suntory Inc. Beam Suntory Inc. operates as a subsidiary of Suntory Holdings Limited.

10.12.2 Financial Overview

Sales Revenue: This is a privately held company. Hence, the financial information is not available in the public domain.

10.12.3 Products Offered

Category	Products
Bourbon	Jim Beam Distiller's Masterpiece Sherry Cask Finished Bourbon.
Vodkas, Tequilas, and Rums	Cruzan Distiller’s Collection, Sauza Tres Generaciones Tequila, and El Tesoro De Don Felipe.
Cognacs, Cordials, and Gin	Courvoisier Cognac and Roku Japanese Gin.

Source: Company Website

10.12.4 Key Strategies

Beam Suntory is focused on distribution across Asia-Pacific region due to high demand for alcoholic drinks. The company has been spending heavily on research and development as well as promotional activities. Being one of the oldest manufacturers of luxury wines and spirits, the company is able to maintain a brand image in the minds of consumers through launching new products regularly. It is expected that the company will enter several partnerships with major brands to expand in other regions of the world during the forecast period.

Conclusion

11.1 Key Findings

- Among the type, wine segment is estimated to retain its dominance throughout the forecast period of 2013-2023. The segment is expected to reach to USD 58,258.5 Million by the end of 2023 with registering a substantial growth rate of 4.80%.
- Food retail segment is estimated to retain its dominance throughout the forecast period of 2018-2023. The segment is projected to expand at a substantial growth rate of 5.19% during the forecast period of 2018-2023. Food service segment is projected to expand at a higher growth rate of 5.26% during the forecast period of 2018-2023.
- Asia-Pacific region is estimated to retain its dominance throughout the forecast period of 2018-2023. The region is estimated to reach to USD 39,010.4 Million by the end of 2023 with registering a moderate growth of 6.60% during the forecast period. However, rest of the World region is estimated to witness highest growth rate of 5.97% during the forecast period of 2018-2023. The rising per capita disposable income of people in developing regions, especially Asia-Pacific is boosting the demand of luxury wines and spirits in the regional markets. The standard of living of people is improving due to their rising disposable income, which is propelling them to opt for luxury products as a symbol of status.
- Key manufacturers are emphasizing in the mergers & acquisitions and new product launch to enhance the volume sales both in the developed & developing economies.

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