



Euromonitor
International

Spirits in India

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Overall growth holds steady despite slight momentum loss in brown spirits
United Spirits leads, followed by host of Indian companies
Exports a significant avenue for whisky manufacturers to drive topline growth, as locally produced premium offerings gain wider acceptance in global markets

PROSPECTS AND OPPORTUNITIES

India-UK FTA expected to boost scotch whisky consumption in India
Companies will continue to struggle with their bottom line as they are unable to set prices
India anticipated to lead shift of whisky consumption to developing market

CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology
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Alcoholic Drinks in India - Industry Overview

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Competitive landscape
Retail developments
On-trade vs off-trade split
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Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

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