



Spirits in Australia

July 2023

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Spirits in Australia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Cocktail culture drives on-trade rebound
Consumers trade across categories as inflation drives polarisation
Continuing premiumisation drives strong value growth for spirits

PROSPECTS AND OPPORTUNITIES

Beginning of the end of gin dominating growth in spirits
Localised spirits set to drive growth
Non alcoholic spirits set to drive innovation

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