



# Spirits in India

October 2023

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## Spirits in India - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

United Spirits doubles down on its premiumisation strategy

Homegrown gin brands gain traction on back of rising cocktail culture and premiumisation

Rise in experiential stores drives sales of premium spirits through the off-trade

#### PROSPECTS AND OPPORTUNITIES

Indian single malt is expected to outpace single malt scotch whisky during the forecast period

Foreign manufacturers increasingly adopt a local focus for their premium brands

Industry will face ongoing challenges, due to combination of inflation and regulatory factors

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

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Retailing developments

On-trade vs off-trade split

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Legal purchasing age and legal drinking age

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Advertising

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