



Euromonitor
International

Spirits in Australia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Tequila (and mezcal) thriving
Diageo continues to lead but faces increasing competition
Food/drink/tobacco specialists continue to dominate sales of spirits

PROSPECTS AND OPPORTUNITIES

Increase in excise could put a dent in sales of spirits
Opportunities exist for low alcohol and non alcoholic spirits
Players expected to explore new ways to attract drinkers

CATEGORY BACKGROUND

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

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Competitive landscape
Retail developments
On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age

Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

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Contraband/parallel trade
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