



Euromonitor
International

Spirits in India

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Spirits in India - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Spirits loses some of its growth momentum in 2023

Diageo and Pernod Ricard lead spirits, followed by a host of Indian companies

Foreign manufacturers adopt a more local approach to combat the success of Indian single malt whisky manufacturers

PROSPECTS AND OPPORTUNITIES

Companies will continue to struggle with their bottom line amidst inflationary pressures and their inability to set prices

Millennials will continue to drive sales of imported whiskies

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