



**Euromonitor
International**

Fine Wines/Champagne and Spirits in India

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Premium spirits consumption dominated by Indian manufacturers
- Emergence of large-format retailers elevates India’s premium wine experience
- Demand is witnessed for imported wines from various countries

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 luxury whiskies
- India likely to tighten regulations on surrogate advertising for alcohol brands amidst growing concerns over responsible marketing practices

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Luxury Goods in India - Industry Overview

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DISCLAIMER

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