

Global Brandy Market 2016 Analysis and Forecasts to 2020

Wiseguyreports.com research analyst estimates the global brandy market to post a steady CAGR of around 7% in terms of volume during the forecast period.

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This market research report presents a comprehensive segmentation of the global [brandy market](#) by product (brandy, cognac and armagnac), by pricing (standard, value, premium, and super-premium), and by distribution (supermarkets and hypermarkets, and specialist retailers). It also provides a market share analysis of the key regions including Americas, APAC, and Europe. The leading vendors analyzed in this report are Alliance Global Group, Diageo/United Spirits, LVMH, Radico Khaitan, and Gruppo Campari.

Outlook of the global brandy market

The market research analyst estimates the global brandy market to post a steady CAGR of around 7% in terms of volume during the forecast period. Factors such as increasing urbanization, rising disposable income, and changing consumer demographics are fueling the prospects for growth in this market. Globally, this market is growing steadily due to a rise in the demand for brandy from the emerging economies. Since these regions have a large population base, a shift in the consumers' preference towards brandy-based drinks will result in the substantial growth of this market during the forecast period.

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Segmentation by pricing and analysis of the brandy market



- Standard
- Value
- Premium
- Super-premium

In this market study, analysts have estimated the super-premium brandy segment to be the fastest-growing market segment the forecast period. At present, this segment accounts for the largest market share and is envisaged to retain its dominating hold over the market by 2020 owing to the consumers' growing preference for high-end premium and super-premium brandy.

Geographical segmentation of the brandy market

- Americas
- APAC
- Europe
- MEA

At present, the APAC region dominates the global brandy market and is envisaged to account for more than half of the total market share in terms of volume during the forecast period. In APAC, countries like India, Philippines, and China were the key revenue-contributing regions, whereas in Europe regions like Russia, the UK, and Germany lead the market for brandy during the estimated period.

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Competitive landscape and key vendors

The global brandy market is highly fragmented due to the presence of numerous international as well as regional players. The vendors from India and the Philippines currently dominate this market in terms of sales and are constantly competing on the basis of the new product launches, pricing, and innovative packaging to gain maximum market shares. The high level of vendor competition in this market has led to an increase in M&A, as a result of which, many small vendors are acquired by larger entities.

Leading vendors in the market are -

- Alliance Global Group
- Diageo/United Spirits
- LVMH
- Radico Khaitan
- Gruppo Campari

Other prominent vendors in the market include Heaven Hill, Amrut Distilleries, Tilaknagar Industries, Herman Jansen, Constellation Brands, Alliance 1892 Brandy Company, Pernod Ricard, Beam Suntory, Highwood Distilleries, Shiva Distilleries, and Remy Cointreau.

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