

Whiskey Market Overview and Manufacturing Cost Structure: Industry Forecast Report

Global Whiskey Market Information - by Source (Malt, Grain, Blended), Type (Bourbon/Rye, Scotch), Origin (U.S.), Process and Region - Forecast to 2022

PUNE, MAHARASHTRA, INDIA, June 2, 2017 /EINPresswire.com/ -- Market Research Future published a Half Cooked Research Report (HCRR) on Global [Whiskey Market](#) which is estimated to grow more than 5% after 2022.

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Market Overview



Major Key Players are Beam Suntory (U.S.), Brown-Forman (U.S.), Pernod Ricard (France), Diageo (U.K.), Bacardi (Bermuda), Heaven Hill Distilleries (U.S.), Constellation Brands, Inc. (U.S)”

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Whiskey is a distilled alcoholic beverage made from malted grain especially barley or rye. The inclusion of various flavors depending on the region of supply is responsible for high demand of whisky globally. The demand of whiskey is more in Europe followed by North America.

Whiskey is defined as a spirit distilled from malted grain, especially barley or rye. The demand for premium whiskey is increasing globally, especially in major regions Europe followed by North America. A close association with premium brands among wealthy consumers has encouraged sales of whiskey labelling it as a luxury drink and a must needed for every celebration and occasion.

These factors allow whiskey to maintain a high growth globally and it is expected that is expected to grow at the rate of about 5% from 2016 to 2022.

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Competitive analysis-

The major key players in Whiskey Market are

- Allied Blenders and Distillers Pvt. Ltd (India)
- Beam Suntory (U.S.)
- Brown-Forman (U.S.)
- Bernod Ricard (France)
- Diageo (U.K.)
- Bacardi (Bermuda)
- Heaven Hill Distilleries (U.S.)
- Constellation Brands, Inc. (U.S)
- Distell Group limited (South Africa)
- Radico Khaitan (India)

The Global Whiskey is fragmented depending on different vendors including international and regional players. Companies are competing on the basis of product differentiation, character, tastes, and pricing. The market is dominated by top key manufacturers who have a worldwide presence and have strong brand images for their products in the market.

Access the market data and market information presented through more than 25 market data tables and 25 figures spread over 110 numbers of pages of the project report "Whiskey Market - Forecast to 2022"

Market Forecast

Globally the whiskey market is mainly driven by increase in income levels and changing preferences of consumers for alcoholic beverages mainly whiskey. Suppliers are introducing various whiskey products with different price range, quality, flavors/ingredients, distribution, and promotion. Intense competition among the major players has been noticed in the whiskey market as manufacturers have to continuously launch products taking care of consumer preferences to sustain in the market.

These factors will play a key role in the growth of whiskey market at the CAGR of 5% during 2016-2022.

By Origin Analysis-

Whiskey is categorized as U.S., Irish, Canadian, Japanese and others based on the origin of its production. Among these Irish and American whiskey will continue to grow the most among all types of whiskies globally.

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Regional Analysis

The Global Whiskey Market is segmented into North America, Europe, Asia Pacific and Rest of the World (RoW). Among this Europe has the major market share with its major production concentration in its countries including Scotland and Ireland. North America holds a major share in terms of demand for whiskey. Asia-Pacific is an emerging market for whiskey and its variants along with China and India which are gaining attention from private players for investment in the whiskey market.

Market Segmentation-

Global whiskey market is segmented by source, type, origin, process and region

About Market Research Future:

At [Market Research Future \(MRFR\)](#), we enable our customers to unravel the complexity of various industries through our Cooked Research Report (CRR), Half-Cooked Research Reports (HCRR), Raw Research Reports (3R), Continuous-Feed Research (CFR), and Market Research & Consulting Services.

MRFR team have supreme objective to provide the optimum quality market research and intelligence services to our clients. Our market research studies by products, services, technologies, applications, end users, and market players for global, regional, and country level market segments, enable our clients to see more, know more, and do more, which help to answer all their most important questions.

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