



# Spirits in India

January 2026

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## Spirits in India - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Overall growth holds steady despite slight momentum loss in brown spirits

United Spirits leads, followed by host of Indian companies

Exports a significant avenue for whisky manufacturers to drive topline growth, as locally produced premium offerings gain wider acceptance in global markets

#### PROSPECTS AND OPPORTUNITIES

India-UK FTA expected to boost scotch whisky consumption in India

Companies will continue to struggle with their bottom line as they are unable to set prices

India anticipated to lead shift of whisky consumption to developing market

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

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