



Euromonitor  
International

# Premiumisation in Spirits: Aspiration and Adversity

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## THE STORY SO FAR

The situation as it stands

Premiumisation: the backbone of spirits demand

Timeline: from social distancing to the great discretionary squeeze

The macroeconomic storm is not abating

Pricing strategies: weighing the options

Long-term potential, but no smooth path to premiumisation in emerging markets

## REFRAMING ASPIRATION

The rise of Gen Z will accelerate existing demand shifts

The ethical dimension to premium perceptions

Leveraging digital channels: on track for an online future?

Old meets new: heritage adds substance to innovation

## CATEGORY DEVELOPMENTS

Tequila leads the way

Rum: the next focus for super premium acquisitions?

Single malt whisky: on the rise in Scotch and beyond

Cognac: passing the peak in the US

Non-alcoholic spirits: premium by nature

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Tapping into the experience economy

Bombay Sapphire takes a creative approach: #SawThisMadeThis

Rémy Cointreau targets Gen Z with Louis XIII The Drop

Burnt Faith brandy: stepping out of cognac's shadow

Spirit-based RTDs: trading down, trading up and branching out

## CONCLUSION

Conclusion: enhancing value

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