

Global alcohol consumption to hit 28 billion cases and US\$1.07 trillion by 2022, says IWSR

By **Jas Ryat** on August, 7 2018 | Industry News



Global Forecast by Major Category

Category	Actual Volume 2017	Forecast Volume 2022	Actual Retail Value 2017	Forecast Retail Value 2022	CAGR Volume 2012 to 2017	CAGR Volume 2017 to 2022
Beer	20,525.6	20,543.4	\$432.9	\$447.9	-0.4%	0.0%
Wine	3,541.8	3,579.7	\$213.4	\$227.6	0.3%	0.2%
Spirits	3,134.7	3,171.1	\$318.5	\$366.0	0.2%	0.2%
Mixed Drinks	395.6	421.5	\$17.0	\$18.0	2.6%	1.3%
Cider	257.5	286.7	\$9.8	\$10.9	4.9%	2.2%
Units: Millions of nine-litre cases, Billions of US\$					Source: IWSR 2018	

Global alcohol consumption is forecast to grow by 147.1million nine-liter cases by 2022 to reach 28billion cases, and grow US\$78.7billion in value, according to the IWSR 2018-2022 Forecast: Volume and Value Data.

Total wine will see the largest growth (+37.8million cases), followed by spirits (+36.5million cases).

Most notably, the global beer market is expected to return to growth in 2018 following a poor 2017 in many markets, but then lose volumes year-on-year to 2022.

Despite declining beer volumes, global beer market value is expected to grow year-on-year. China, the US and Russia, where domestic beers are all in decline, are the main contributors to the drop in beer volumes.

Within the wine category, still and sparkling wine are leading the growth, while fortified, light aperitifs and other wines are all expected to decline. The US, Russia and Brazil are predicted to be the largest-growing markets for still and sparkling wine between 2017 and 2022.

Spirits will see mixed fortunes, with strongest global growth predicted for whisky, followed by gin and genever, and agave-based spirits.

Vodka is forecast to see the largest drop, mainly due to continuing declines in Russia. Rum and brandy are also forecast to decline due to drops in low-priced brandy and value rum.

However, when looking at the premium-and-above segment, all spirits categories are expected to grow. The IWSR's forecasts have taken into account tariffs which have been placed on US whiskey in some markets.

The US will continue to be a key market with top growth for wine and spirits, including US whiskey, Irish whiskey, Canadian whisky, tequila, mezcal, Cognac/Armagnac and vodka.

The leading growth market for gin will still be the UK, and France is expected to be the lead growth market for rum.

Vietnam, Mexico and Brazil are forecast to increase the most for beer, while Germany will lead growth for low-alcohol beer. Romania is poised to show top growth for cider, while Japan continues to lead mixed drinks growth.