

FY23 liquor sales volume up 14%, premium segment grows 48%

Sales of Indian-made foreign liquor (IMFL) rose by 14 per cent in volume terms to 385 million cases in financial year 2022-23 (FY23) while premium products priced over ₹1,000 per 750ml bottle grew by 48 per cent, according to industry body Confederation of Indian Alcoholic Beverage Companies. Sales are almost 12 per cent higher than the pre-Covid levels of FY2019-20, indicating that the impact of Covid has fully worn off, it said.

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