

Liquor Sales Volume Grows 14% in FY23

Press Trust of India

New Delhi: Sales of Indian-made foreign liquor (IMFL) rose by 14 per cent in volume terms to 385 million cases in FY 2022-23 while premium products priced over Rs 1,000 per 750ml bottle grew by 48 per cent, according to industry body CIABC. Sales are almost 12 per cent higher than the pre-Covid levels of FY 2019-20, indicating that the impact of Covid has fully worn off, it said.

The industry is expected to grow in the current fiscal by 8 per cent to end around 412-415 million cases (9 litres each), the report by the Confederation of Indian Alcoholic Beverage Companies (CIABC) stated.

In FY23, whisky remained the largest segment with an expected sales volume of 243 million cases, contributing 63 per cent of sales of the total industry.

Moreover, after many years of decline, Gin seems to have reversed the trend and is back in growth, added the report CIABC, which is the apex body of the Indian Alcoholic Beverage Industry.

According to the report, the trend of premiumisation has continued in the liquor industry as tumblers prefer for high priced offerings.

"Higher price segments are growing much faster than the lower segments and the share of brands above Rs 500 per 750ml bottle is now at 20 per cent," it said, adding the price segment of Rs 1000 and above is dominated by imported products and reported 48 per cent growth.

The market is still dominated by low-priced products, selling below Rs 500 per 750ml bottle accounting for 79 per cent of the total sales.



LARGEST SEGMENT



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While segments priced between Rs 500 to Rs 1,000 accounted for 21 per cent of total sales and above Rs 1,000 (mostly imported) contributed 3 per cent of the sales.

However, the share of Indian products in ₹1,000 and above has risen from 18% to 20% in FY23, indicating a faster growth for Indian products in this segment compared to imported products, it said.

CIABC Director General Vinod Giri said: "Liquor industry has sailed through the adverse impact of the Corona pandemic on sales. After a slowdown for couple of years, we are again on fast sales growth path."

Region wise, the CIABC report said barring a few states, growth has been fairly 'consistent' across India. "It has grown by 32% in Western region, 22% in Eastern region, 16% in Northern region and 9% in the Southern region," it said.

Like earlier, the Southern region has remained the largest contributor to sales volume with 58% share followed by West and East, which contributed 22% equally.