

Liquor sales volume grows 14%

PNS ■ 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.

