



Value Holds Steady for Beverage Alcohol in H1 2025 Despite -1% Volume Drop

by The IWSR Drinks Market Analysis, www.theiwsr.com

Total beverage alcohol (TBA) consumption volume declined -1% during H1 2025 compared to the same period the year before, according to IWSR's mid-year data update for 20 key markets.

Despite the volume drop, TBA value in H1 2025 (excluding baijiu in China, shochu in Japan and other "national spirits") remained steady.

Several markets included in the update experienced substantial growth. TBA volume in India grew +7% in H1 2025 compared to the same period last year. In the premium-and-above price bands, volume growth in India was even stronger at +8%.

Other markets with TBA volume growth during H1 2025 include South Africa (+4%), Mexico (+2%), Thailand (+1%) and Colombia (+1%). These pockets of growth were offset by TBA volume decline in China (-2%), the U.S. (-4%) and Germany (-5%).

In category terms, H1 2025 saw growth for RTDs, Prosecco and several spirits subcategories including Indian whiskey, Irish whiskey and bitters/spirit aperitifs.

Supported by strong consumer demand for convenience, flavor innovation and accessible price points, RTDs outperformed most beverage categories across the 20 key markets with H1 year-on-year volume growth of +3%. Volume growth for RTDs was notably strong in Brazil (+10%), South Africa (+9%) and India (+11%).

Steep declines in national spirits drove overall spirits volume down -2% in H1 2025. With national spirits excluded, however, overall spirits volumes rose by +1%.

Several spirits subcategories enjoyed strong volume growth in H1 2025. Indian whiskey surged +7% (mostly driven by domestic growth), while bitters/spirit aperitifs were up +3%. No-alcohol spirits volumes grew by +9% (although from a small base). Growth for no-alcohol spirits was strongest in Germany (+15%) and the U.S. (+19%).

Irish whiskey enjoyed +2% volume growth compared to the same period the previous year, but this was driven by strong growth outside its biggest market. Volume was down by -1% in the U.S. but was up +8% in the U.K., +23% in India, and +27% in Japan.

Growth continued for agave-based spirits in H1 2025 at +1%. Much of this growth was concentrated in the premium-and-above price bands, which enjoyed +2% growth over the same period the previous year.

Beer volumes declined by -1% in H1 2025 led by a -2% drop in the premium-and-above price tiers (mainly driven by downturn in the U.S.). A handful of markets saw growth in beer supported by strong value brands and select premium performers including India (+7%), South Africa (+6%), Mexico (+2%) and Thailand (+2%).

The wine category continued to decline in H1 2025, with overall volumes down -5%. Prosecco continued to perform strongly across

continued on page 3

Bacardí Cocktail Trends Report

The seventh annual *Bacardí Cocktail Trends Report* showcases the five macro trends set to shape how and what people will be drinking in 2026.



Bacardí partnered again with trend forecasters, The Future Laboratory, drawing on consumer surveys, bartender interviews, global data and Bacardí's network of brand ambassadors to uncover the forces shaping cocktail experiences, flavor innovation and drinking culture next year.

"Gen Z isn't drinking less, they're simply drinking earlier, lighter and with more intention," said Sean Kerry, Vice President for Global On-Trade for Bacardí. "Around the world, we're seeing a move towards more meaningful drinking moments, whether that means in-person get-togethers with friends, discovering flavors rooted in local culture or embracing new forms of creative expression through cocktails."

continued on page 3