

Global alcohol consumption reverses decline in 2017

Total global alcohol consumption grew slightly in 2017, increasing by 3.5m nine-litre cases versus 2016, according to data just released by the IWSR, the world's leading authority on global beverage alcohol data and analysis.

Global Alcohol Consumption by Category – 2016 vs 2017

Category	Volume 2013	Volume 2016	Volume 2017	CAGR Vol 2012-'16	% Chg Vol 2016-'17
Beer	21,025,304.6	20,533,727.2	20,525,563.7	-0.5	-0.0
Wine	3,514,145.8	3,521,109.0	3,541,836.4	0.2	0.6
Spirits	3,109,375.7	3,146,125.8	3,134,666.2	0.4	-0.4
Mixed Drinks	363,782.8	399,620.7	395,646.2	3.5	-1.0
Cider	217,451.1	251,205.6	257,542.2	5.5	2.5
Total	28,230,059.9	27,851,788.4	27,855,254.7	-0.2	0.0

'000s of nine-litre cases Source: The IWSR

Though 2017's growth is very modest at 0.01%, it follows a decline of -1.25% in 2016, which is a positive turnaround for the industry as a whole. Wine contributed to the largest gain in global volume, followed by cider. Spirits declined marginally due to losses in the CIS (see related article on page 14). Beer and mixed drinks consumption continued to decline (see table below). After a static year in 2016, still wine staged a comeback in 2017, gaining 12m cases (+0.5%). Italy, Russia and the US were the top growth markets for still wine, while the UK and France saw the largest declines. These mature wine markets are losing out to generational shifts in drinks choices; cider and sparkling wine growth in the UK counteracted the decline of still wine, and in France beer consumption rose strongly.

In percentage terms, agave-based spirits were the fastest-growing category globally (+5.2%), followed by gin and genever (+4.5%) and whisky (+2%). The US was the largest-growth market for agave-based spirits and whisky, and the UK was the largest-growth market for gin.

Beer returned to growth in the Americas, led by Mexico and Argentina, despite continued declines in the US. Positive results in the Americas along with strong growth in Africa, the Middle East and Europe helped to slow beer's global decline.

Cider growth in Europe slowed but momentum in Africa and the Middle East spurred a 2.5% global volume increase. The mixed drinks market declined by -1%, led by a slowdown in Asia-Pacific and negative trends in the CIS and the Americas.

The [IWSR Global Database 2018](#), an interactive database for analysing the IWSR's comprehensive data, is available now.

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