

# Luxury Brand Index

October 7, 2021



2021

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# What is Luxury?

Economists: A good for which demand increases more than proportionally as income rises.

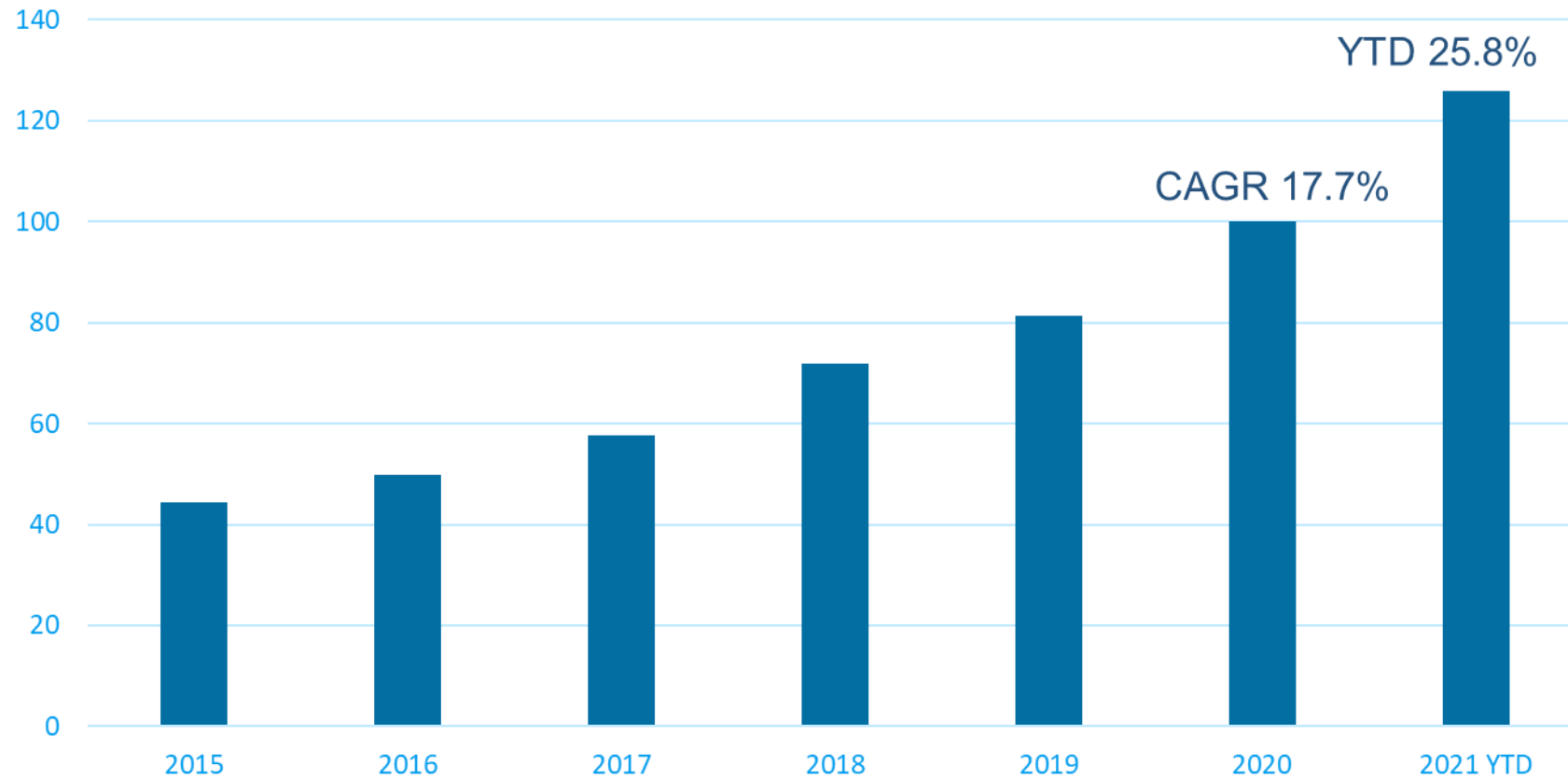
Normal people: A state of great comfort or extravagant living!

# Overview

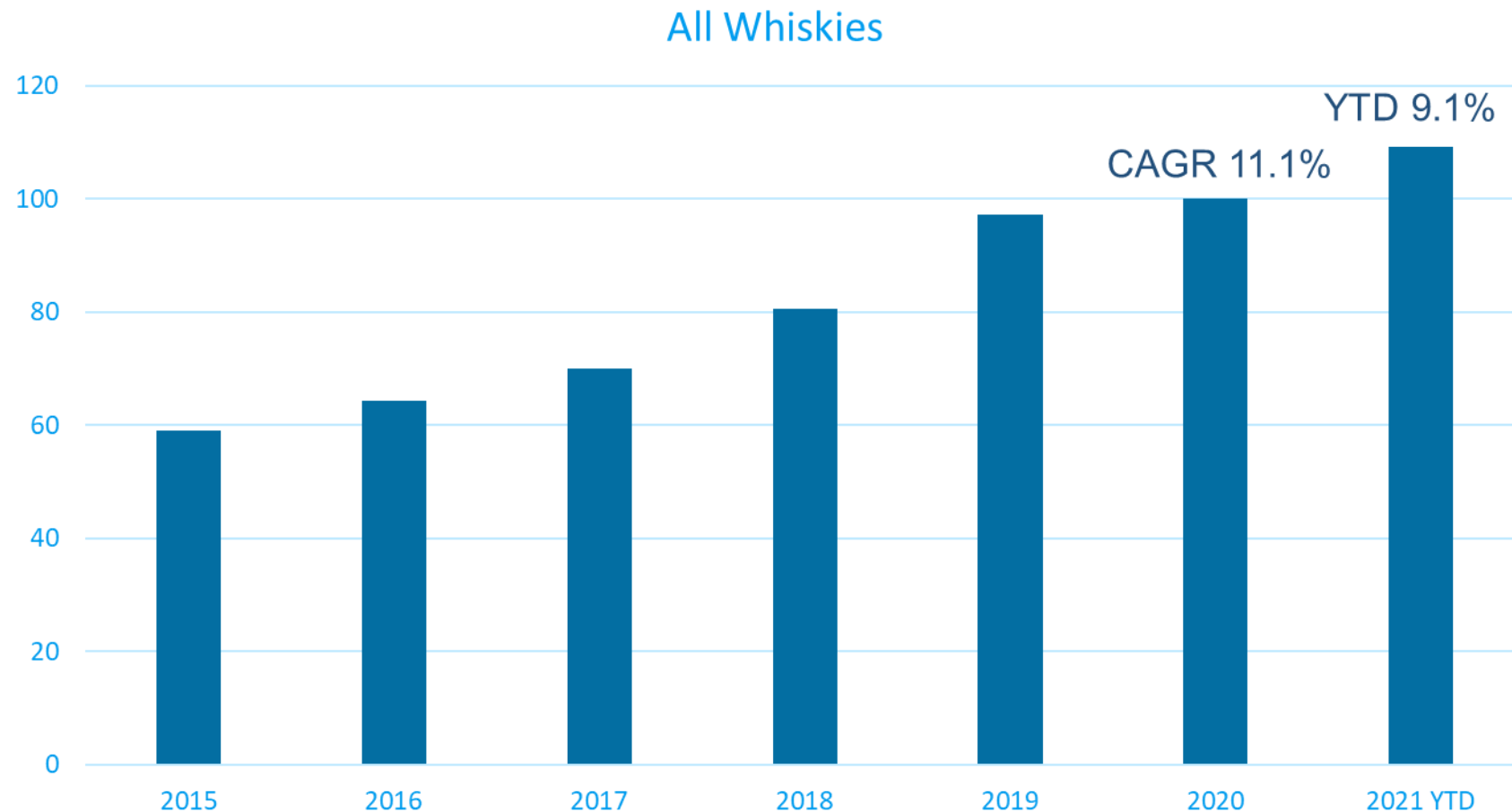
- Annual Economic review highlights Super Premium categories, much interest from public and press.
- Index was created to follow trends in the luxury market.
- We all want a little luxury in our lives!
- Uses brands that have a 750 ml retail price of \$50+, only 3-4% of total spirits volumes
  - Differ by category; Cognac +/- 30%, American whiskey 2%
  - 105 million bottles
  - Consumer expenditures \$10 billion+
- Released quarterly; 2020 = 100
- Initial index includes Cognac, American Whiskey, Irish, Single Malt Scotch, Japanese Whisky and Tequila

## Explosive growth in the last five years continues in 2021 – 125%.

All Categories

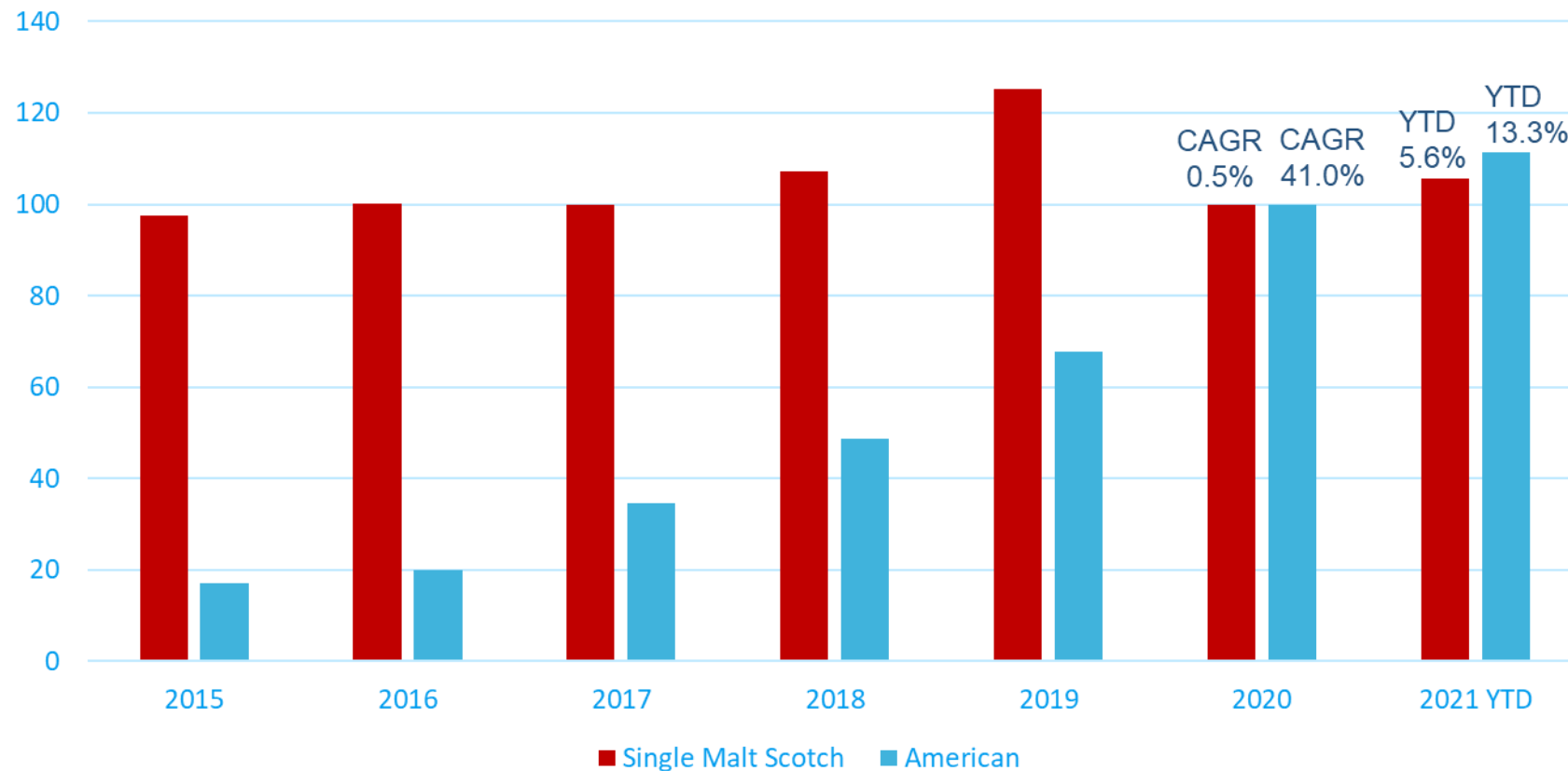


## Whiskeys have grown more slowly than other categories but still outpaced total spirits.



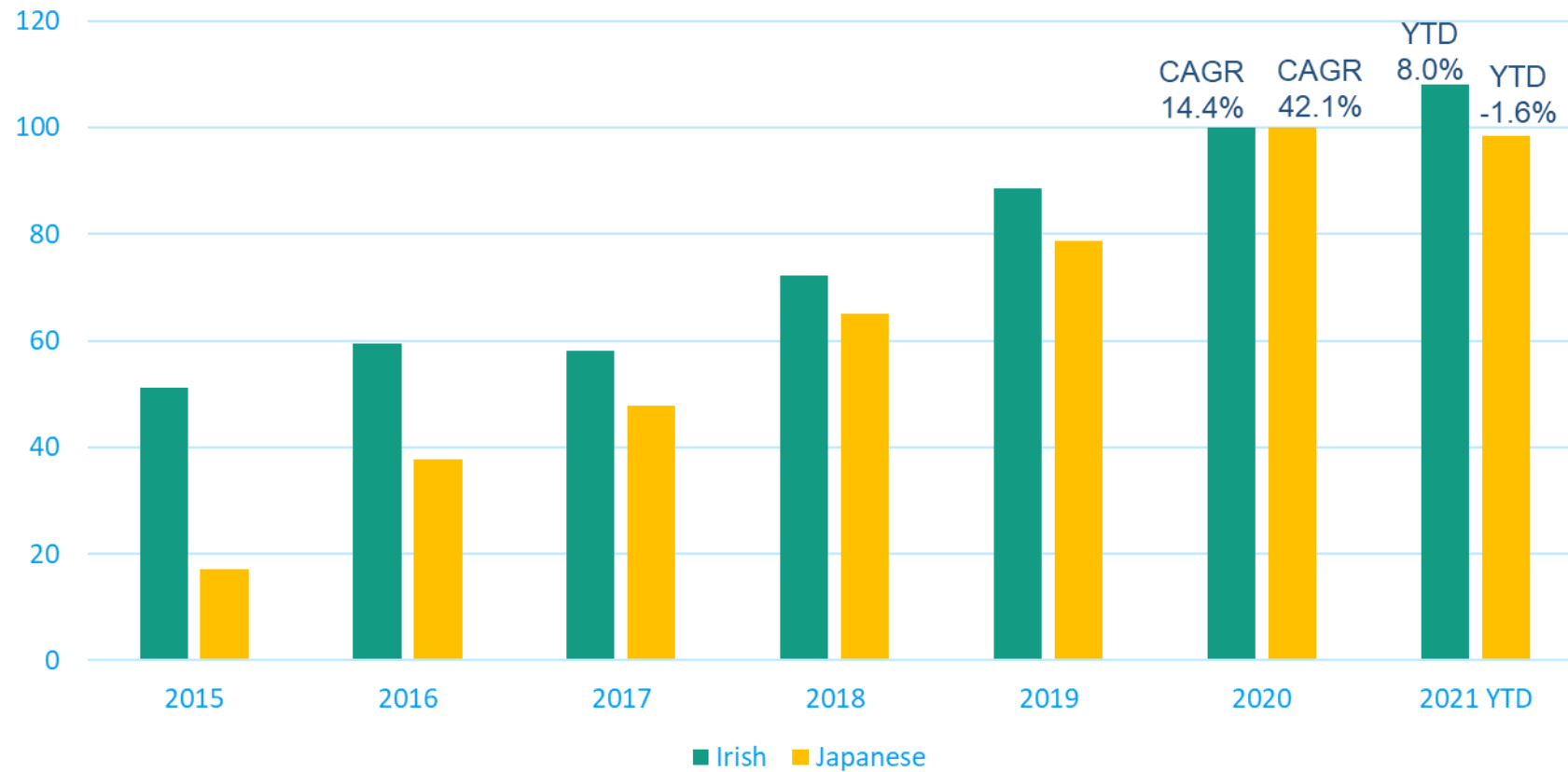
# Single Malt Scotch recovers after currency and tariff hits. American luxury whiskeys take off.

Single Malt Scotch and American



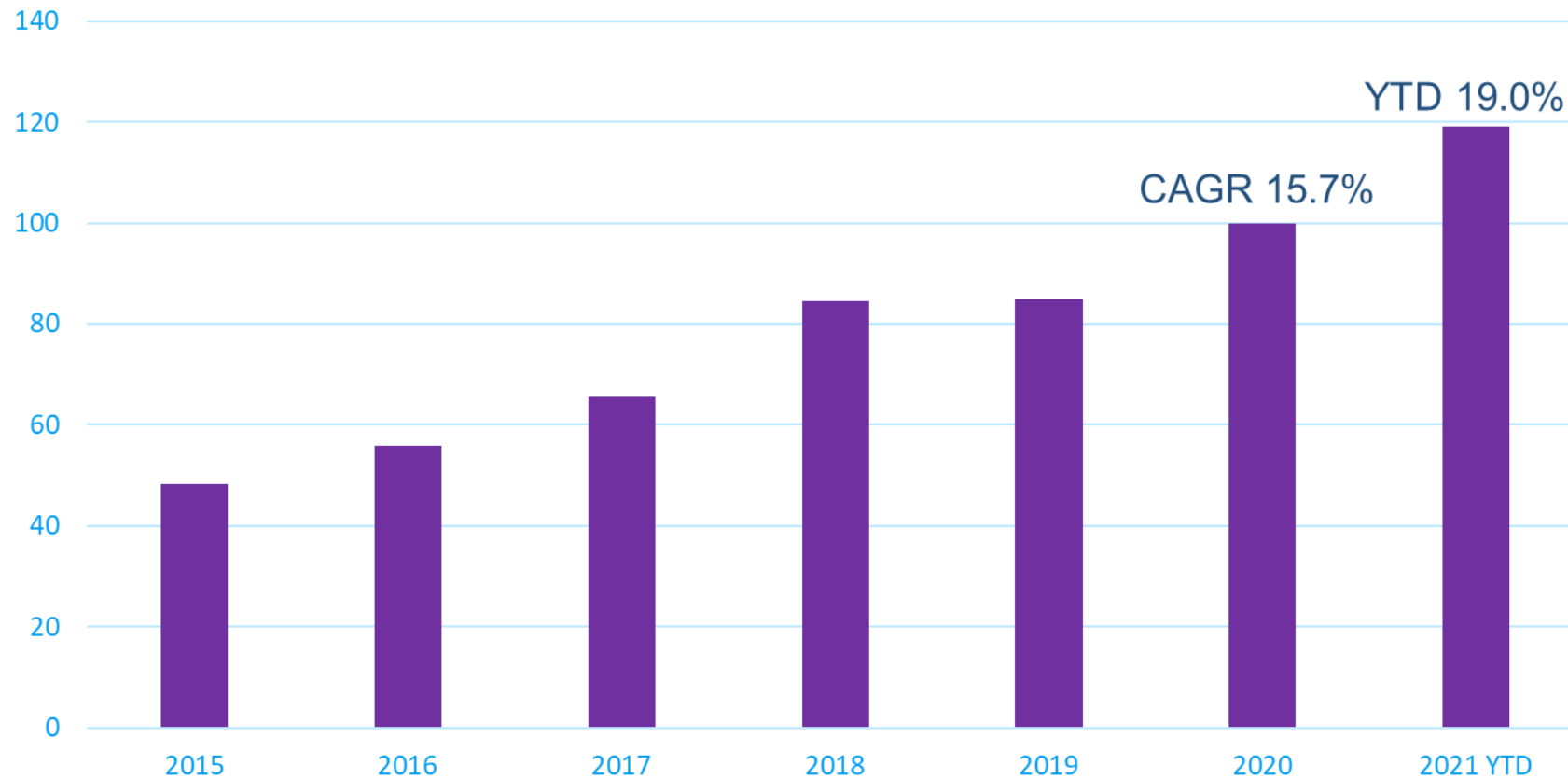
# Japanese Whisky mimicking the success of luxury Irish Whiskey.

Irish & Japanese



# Cognac: The original luxury spirit

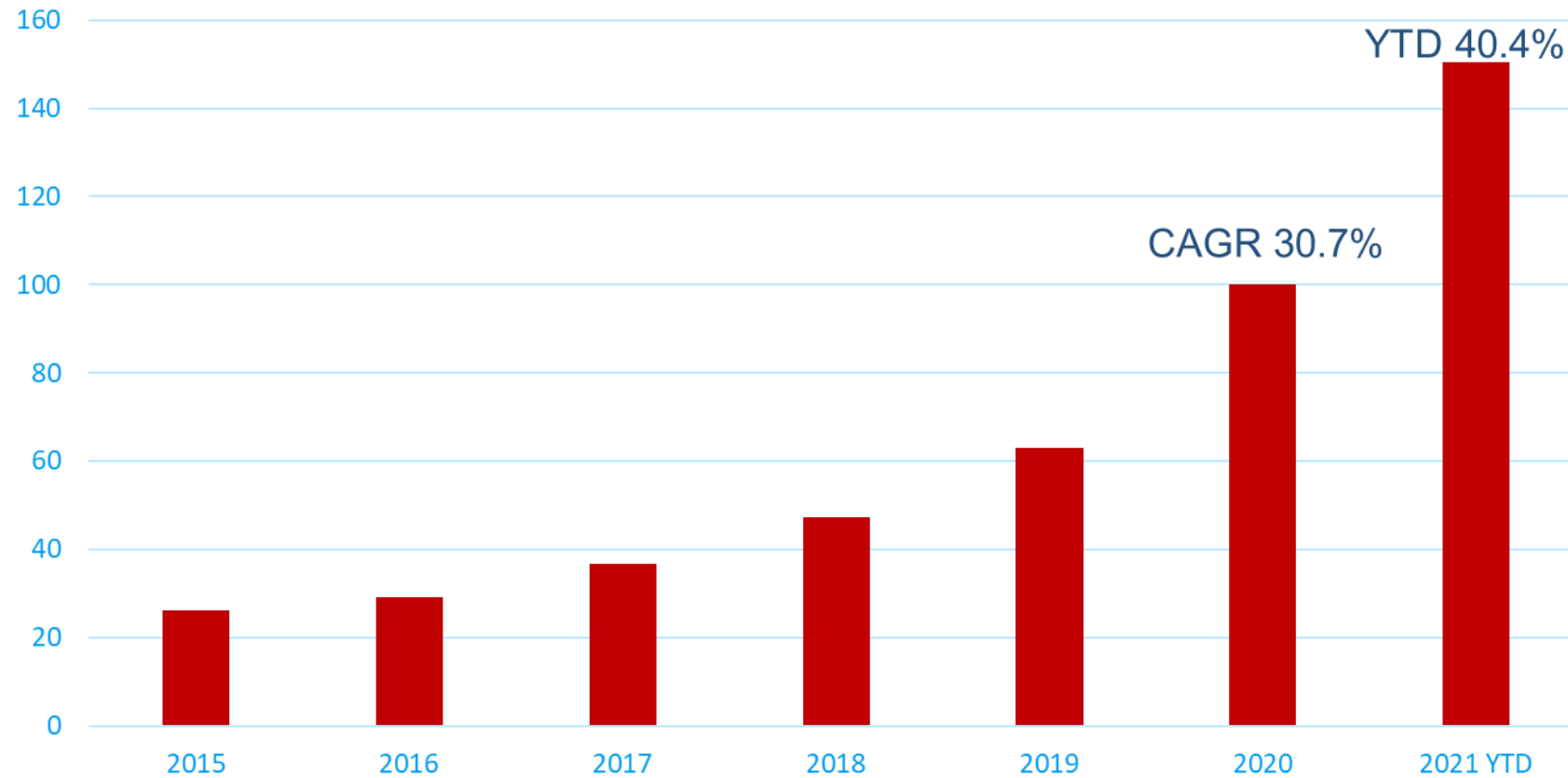
Cognac





# Tequila: The new luxury spirit

## Tequila



# Deeper Dive Into Categories

- Clearly, great demand for luxury spirits
- Rapid growth of highest priced products
- Panelists will now dive deeper into three categories:
  - Single Malt Scotch
  - Cognac
  - Tequila

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# THANK YOU



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