

Australia: Distilled Spirits Market Evaluation

The Distilled Spirits Council of the United States recently concluded an evaluation of the Australian distilled spirits market. The market evaluation was concluded in advance of DISCUS's first export promotion activities in Australia, beginning in September 2019. The market evaluation was supported by the U.S. Department of Agriculture under its Market Access Program.

In 2019 Australia ranked as the 4th largest export market overall for U.S. distilled spirits. Of these exports, American Whiskey accounted for 82% of the spirits exported to Australia, making it the 4th largest export market for American Whiskey. Australia is one of the most promising markets for U.S. spirits and interest has increased steadily in recent years. The report noted that 60% of all spirits sold in Australia are imported, while premiumization is continuing to drive growth in the Australian market.

Whiskeys dominate the Australian spirits market, comprising 43% of spirits sales by value, with American Whiskey ranking as the top whiskey category in 2019. The craft spirits market in Australia is rapidly growing, with both a burgeoning domestic craft industry and high interest in newly imported brands.

The report included details regarding specialized liquor stores that dominate the off-trade market for spirits in Australia.

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