

# Spirits in Australia

June 2024

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## Spirits in Australia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

On-trade volumes continue to recover, while off-trade maintains momentum

Premium spirits continue to gain share across much of the category

Tequila high in demand to quickly become an Australian favourite

#### PROSPECTS AND OPPORTUNITIES

Cocktail trend slowing but strong enough to drive future growth

Potential gap in the market for spirits with low alcohol content

Significant increase in excise tax has potential to price consumers out of category

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