

# Premiumisation in Spirits: Aspiration and Adversity

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**Table of Contents** 

#### INTRODUCTION

Scope Key findings

#### THE STORY SO FAR

The situation as it stands Premiumisation: the backbone of spirits demand Timeline: from social distancing to the great discretionary squeeze The macroeconomic storm is not abating Pricing strategies: weighing the options Long-term potential, but no smooth path to premiumisation in emerging markets

#### REFRAMING ASPIRATION

The rise of Gen Z will accelerate existing demand shifts The ethical dimension to premium perceptions Leveraging digital channels: on track for an online future? Old meets new: heritage adds substance to innovation

#### CATEGORY DEVELOPMENTS

Tequila leads the way Rum: the next focus for super premium acquisitions? Single malt whisky: on the rise in Scotch and beyond Cognac: passing the peak in the US Non-alcoholic spirits: premium by nature

#### ELEVATING ENGAGEMENT

Tapping into the experience economy Bombay Sapphire takes a creative approach: #SawThisMadeThis Rémy Cointreau targets Gen Z with Louis XIII The Drop Burnt Faith brandy: stepping out of cognac's shadow Spirit-based RTDs: trading down, trading up and branching out

#### CONCLUSION

Conclusion: enhancing value

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