

Brandy leaders in decline while cognac gains from premium

BRANDY & COGNAC

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The global brandy category didn't enjoy the recovery that producers would've hoped for in 2021. The Philippines giant Emperador, still the category leader by some margin, continues to lose younger fans to gin and rum in the domestic market and 2021 showed the brand has only been able to slow rather than reverse its long-term decline in volume.

A second-placed Mansion House confirms that, while the top two are unchanged on last year's Millionaires' Club, both experienced declines.

A spokesperson for the brand told *Drinks International* they were confident that a full recovery is around the corner.

"Although there has been a slight

Brandy

VOLUME: MILLIONS OF 9-LITRE CASES

BRAND	OWNER	2017	2018	2019	2020	2021	% +/-
Emperador	Emperador Distillers	27.1	25.3	25.1	23.6	23.2	-2%
Mansion House	Tilaknagar Industries	3.6	4.1	4.8	4.7	4.5	-6%
Old Admiral	Radico Khaitan	3.1	3.1	3.8	3.7	3.8	3%
Dreher	Gruppo Campari	3.4	3.1	2.8	2.7	2.8	4%
Shustoff	Global Spirits	0.6	0.8	1.2	1.3	1.6	20%
Old Kenigsberg	Alliance 1892 Brandy Company	1.3	1.3	1.3	1.1	1.2	13%
Christian Brothers	Heaven Hill Brands	1.1	1.1	1.1	1.1	1.2	7%
Torres	Familia Torres	1.3	1.3	1.3	1.0	1.1	9%
McDowell's No.1	Diageo/United Spirits	1.7	1.4	1.3	1.1	1.0	-7%

decline in these years, we are getting back on the path of success with record sales recorded countrywide and hope to take the brand to new heights," they said.

"From April 2021 to January 2022 we sold 4.5 million cases. For the

financial year 2021-2022 we expect to reach 5.5 million cases."

The reopening of the on-trade in Mexico did provide a welcome boost to Torres brandy, which managed to grow its sales, although hasn't yet returned to pre-pandemic levels. ▶