

BRANDY & COGNAC


There's no change at the top, although Emperor's sales are in decline

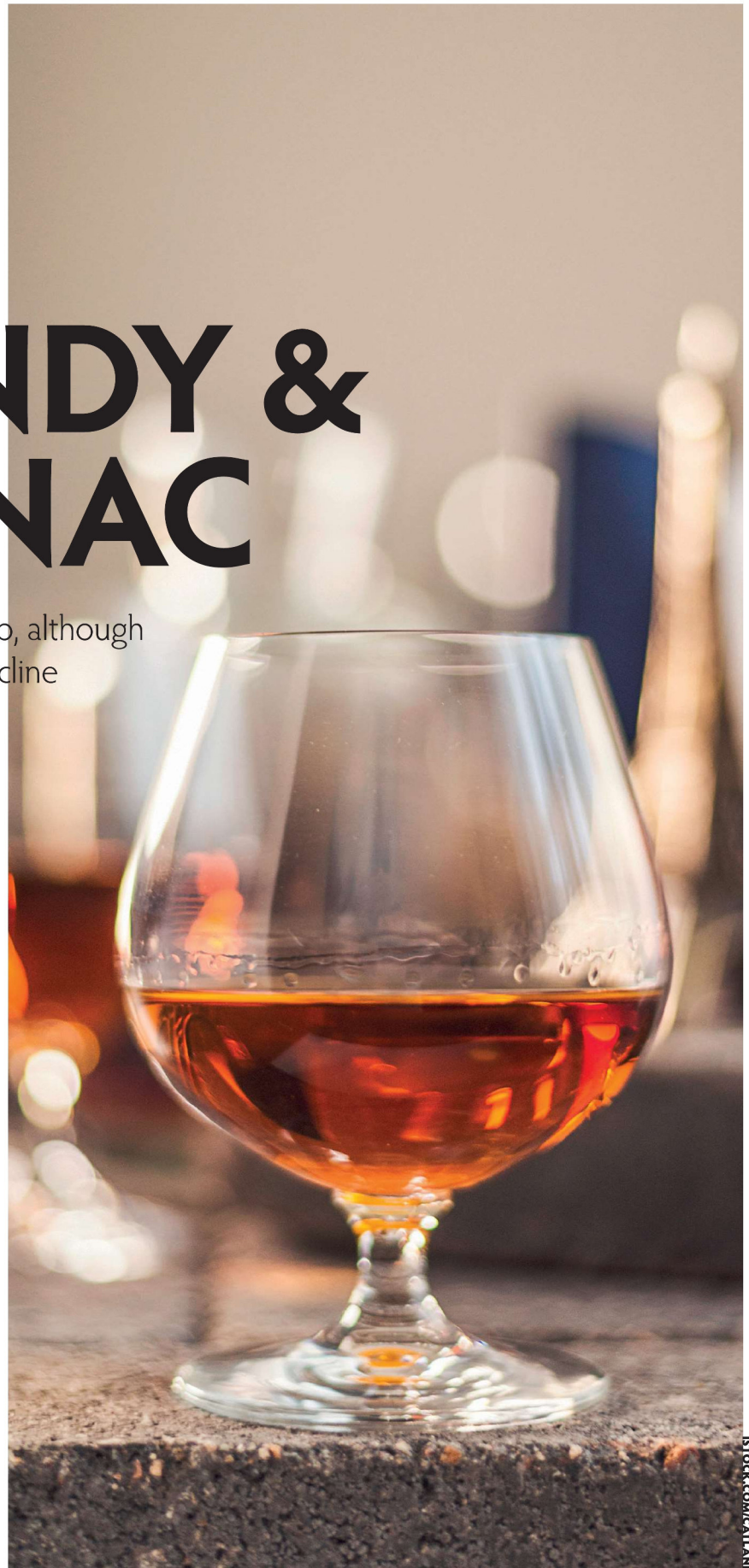
The three fastest-growing brandies all being Indian brands speaks to the potential for the category within the South Asian nation. Mansion House, which bills itself as the world's largest premium brandy, has managed to grow its already enormous volume sales by almost 60% as its domestic market increases its demand for premium offerings.

But it's the Philippines-based Emperor that again tops our list. The Pacific island nation is home to the bestselling brands across the gin, rum and brandy categories, but here volumes have been in a steady decline, with younger drinkers seemingly preferring gin and rum.

LVMH's Hennessy returns to 2020 levels following a post-pandemic surge in popularity last year. China has been a key market for the category. Now reopened, it'll be interesting to see how the return impacts the market leaders next year.

It's not been the best of years for Pernod Ricard's Martell. The cognac brand has failed to double down on the post-pandemic return that we saw last year, posting instead a double-digit decline.

At the foot of the table, Tilaknagar Industries-owned Courier Napoleon Brandy returns to the Millionaires' Club for the first time since pre-pandemic, again giving the Mumbai-based company two million-plus-case brandies. 





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Full Ranking Brandy & Cognac

BRAND	OWNER	CATEGORY	2018	2019	2020	2021	2022	GROWTH
Emperador	Emperador Distillers	Brandy	25.3	25.1	23.6	23.2	21.8	-6.0%
Hennessy	LVMH	Cognac	7.3	8.0	7.9	8.6	7.9	-8.1%
Mansion House	Tilaknagar Industries	Brandy	4.1	4.8	4.7	4.5	7.1	57.8%
Old Admiral	Radico Khaitan	Brandy	3.1	3.8	3.7	3.8	4.3	13.2%
Martell	Pernod Ricard	Cognac	2.6	2.6	1.9	2.6	2.3	-11.5%
Shustov	Global Spirits	Brandy	0.8	1.2	1.3	1.6	1.6	0.0%
McDowell's	Diageo/United Spirits	Brandy	1.4	1.3	1.1	1.1	1.1	0.0%
Christian Brothers	Heaven Hill	Brandy	1.1	1.1	1.1	1.2	1.1	-8.3%
Torres	Familia Torres	Brandy	1.3	1.3	1.0	1.1	1.1	0.0%
Courrier Napoleon Brandy	Tilaknagar Industries	Brandy	1.1	1.2	0.6	0.7	1.0	42.9%

Non Disclosure Brandy & Cognac

BRAND	OWNER	CATEGORY	2018	2019	2020	2021	2022
Rémy Martin	Rémy Cointreau	Cognac	2.3	2.2	2.2	non-disclosure	non-disclosure
Courvoisier	Beam Suntory	Cognac	1.4	1.4	1.4	1.5	non-disclosure