



# FASTEST GROWING

India is the standout when it comes to this list, and there have been some major growth patterns here


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In April, the UN confirmed that India had surpassed China to become the world's most populous country and, given that Statista puts the South Asian country among the world's fastest-growing markets for alcohol sales, it's not a surprise that the fastest-growing list is all about India.

Taking another crown, India passed France to become Scotch whisky's largest market this year, according to the SWA, but domestic spirits have proven to still be wildly popular. Credit should go to Tilaknagar Industries' Mansion House and Diageo/United Spirits' Royal Challenge, which grew more than 50% on already massive volumes to both pass seven million cases. It'll be interesting to see if either can maintain the rate of growth to pass 10 million in next year's edition.

While India has proven to be the location for growth, it's another giant that is reaping the rewards from long-standing investment in the region. Diageo accounts for five of the 10 fastest-growing brands on the list.

Heading up the list is GSM Blue, a lighter gin produced by the Philippines-based San Miguel, pitched at the country's younger drinkers. Given that the company's flagship brand is the world's bestselling gin, and the Philippines today has the largest population of young people in its history according to the UN, it'll be an interesting brand to keep an eye on.

Tequila drinkers have shown their love for both the new and established, with places for both Casamigos and Don Julio in the top 10 as agave continues to grow impressively. 

## Fastest Growing

BRAND	OWNER	CATEGORY	2018	2019	2020	2021	2022	GROWTH
1 GSM Blue	San Miguel	Gin		1.2	1.3	1.7	2.8	64.7%
2 Mansion House Brandy	Tilaknagar Industries	Brandy	4.1	4.8	4.7	4.5	7.1	57.8%
3 Black Dog	Diageo/United Spirits	Scotch whisky	0.6	0.7	0.5	0.7	1.1	57.1%
4 8PM Premium Black	Radico Khaitan	Indian whisky	0.2	0.6	1.0	1.8	2.8	55.6%
5 Royal Challenge	Diageo/United Spirits	Indian whisky	5.6	5.5	4.3	4.7	7.2	53.2%
6 Chrome Vodka	Diageo	Vodka	0.7	1.2	1.1	1.3	1.9	46.2%
7 Casamigos	Diageo	Tequila	0.4	0.6	1.1	2.2	3.2	45.5%
8 Husky Vodka	Alcohol Siberian Group	Vodka	0.9	1.1	0.9	0.9	1.3	44.4%
9 Belaya Berezka Vodka	Alcohol Siberian Group	Vodka	0.6	0.7	0.7	0.9	1.3	44.4%
10 Don Julio	Diageo	Tequila	1.5	1.7	1.8	2.7	3.9	44.4%
11 Courier Napoleon Brandy	Tilaknagar Industries	Brandy	1.1	1.2	0.6	0.7	1.0	42.9%
12 Woodford Reserve	Brown-Forman	American whiskey	0.7	0.9	1.0	1.2	1.6	33.3%
13 Magic Moments	Radico Khaitan	Vodka	4.0	4.2	3.5	3.7	4.8	29.7%
14 Jägermeister	Mast-Jägermeister	Herbal liqueur	7.5	8.5	7.0	7.3	9.4	28.8%
15 Orijin Bitters	Diageo	Bitters	1.3	1.6	1.9	2.1	2.7	28.6%
16 Chivas Regal	Pernod Ricard	Scotch whisky	4.5	4.4	3.2	4.1	5.2	26.8%
17 Dewar's	Bacardi	Scotch whisky	2.8	3.0	2.6	2.8	3.5	25.0%
18 Old Parr	Diageo	Scotch whisky	1.0	1.0	0.7	1.2	1.5	25.0%
19 Signature	Diageo/United Spirits	Indian whisky	2.3	2.3	1.9	2.0	2.5	25.0%
20 Pervak Vodka	Global Spirits	Vodka	1.2	1.4	1.5	1.6	2.0	25.0%
21 Aperol	Gruppo Campari	Bitters	4.9	5.8	5.4	7.1	8.8	23.9%
22 Bulleit	Diageo	American whiskey	1.6	1.7	1.8	1.7	2.1	23.5%
23 Hendrick's	William Grant & Sons	Gin	1.3	1.4	1.0	1.3	1.6	23.1%
24 El Jimador	Brown-Forman	Tequila	1.3	1.4	1.3	1.4	1.7	21.4%
25 Royal Stag	Pernod Ricard	Indian whisky	21.6	22.0	18.5	22.4	27.1	21.0%
26 Gilbey's Gin	Diageo	Gin	0.6	0.6	0.6	1.0	1.2	20.0%
27 Blenders Pride	Pernod Ricard	Indian whisky	7.3	7.7	6.6	8.0	9.5	18.8%
28 Johnnie Walker	Diageo	Scotch whisky	18.9	18.4	14.1	19.2	22.7	18.2%
29 Bombay	Bacardi	Gin	4.3	4.7	4.3	4.4	5.2	18.2%
30 Espolon	Gruppo Campari	Tequila			0.9	1.1	1.3	18.2%