



Market Intelligence Study

Strategic Roadmap for India Market Entry
of alcoholic beverages from Ireland



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Sector: Food and Beverages

Service: Market Intelligence Report & India Market Entry Strategy

Target Market: India

Year of Project: 2022

Engagement Context

With an increase in the consumption of imported liquor in India, and following the success of major Irish whiskey brands in India, and the phenomenal growth of Irish whiskey globally, there is an increased interest amongst Irish producers to explore opportunities in the Indian market.

Objective

The government body responsible for the international ambitions of Irish food & drink businesses commissioned a study and road map to share with their clients in alcoholic the beverages sector.

Solution

T&A provided a detailed market intelligence report on the current state of the Indian alcohol beverages market, including sales and growth trends, new consumption models, price segments with high potential, the feasibility of trade channels for Irish exporters, and new products launched in the market.

The report included also provided a detailed analysis of the federal and regional regulatory landscape surrounding alcohol consumption and sales in its subsequent effect on consumption patterns, import procedures, and other licensing requirements.

The client shared the market reports and strategic roadmaps for each of the beverages segments and in partnership with T&A delivered a webinar for their clients.

Client Outcome

Individual follow up meetings have been arranged with a number of emerging and experienced producers in Ireland and some of them are currently exploring opportunities. The client's beverages team will be represented at India's premier drinks exhibition in Mumbai in October 2023.

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