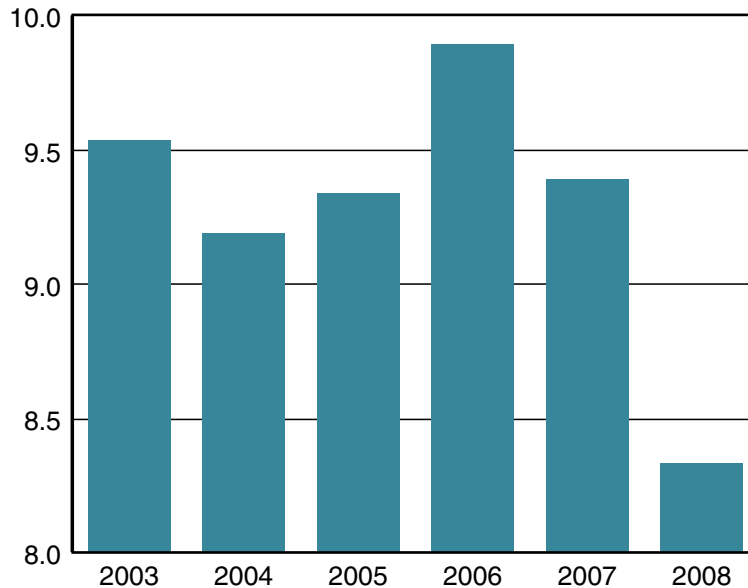


Scotch Whisky Exports Fall

Exports of Scotch Whisky to the U.S.
(millions of nine-liter case shipments)



Global Scotch whisky exports declined in 2008 for only the second time this decade, as shipment volume declined 5 percent, down to 84 million nine-liter cases. Export value, however, advanced 8 percent to cross the £3 billion mark (US\$5.7 billion) for the first time ever, according to *The Global Drinks Market: Impact Databank Review & Forecast*, 2008 Edition. The increase in value highlights Scotch whisky's resilience to the global economic downturn, but the decline in volume also demonstrates that the industry is not recession-proof.

For the eighth consecutive year, France was the world's largest market for Scotch whisky by volume, in spite of an 8 percent loss in 2008 down to 12.4 million cases. By value, exports increased to France and to other major markets of the European Union, but faster growth in 2008 was experienced within the newer member nations of the EU, particularly in Poland (+33 percent by value). Scotch whisky also continued to expand in other key emerging markets, specifically in Brazil, Russia and China, as well as in developed nations, such as Australia and South Africa.

The United States remained number-one by value, at US\$789 million last year, but Scotch whisky shipments to the US fell 11 percent by volume. Weakening consumer confidence due to difficult economic and operating conditions continued to impact the industry, particularly in the last quarter of 2008. Sustained de-stocking is also expected to make the balance of this year even more challenging for Scotch whisky, not just in the US but in other mature markets as well. A series of tax increases and tougher drunk-driving restrictions have also hampered further industry development.

For more information regarding the 2008 edition of *The Global Drinks Market*, [click here](#).