

*The Thought Leader Series | Luxury Spirits: The rise and rise of Indian craft spirits brands and the rising popularity of gin*



Even as we adapt ourselves to the launch of an experimental new craft spirit brand every other month and the concept of wine or spirit in a can, India's thirst for premium spirit brands keeps intensifying.

**Uncorking a bottle of wine every other evening is a stay-at-home luxury experience:** As more than half the world finds itself confined to their homes, uncorking a bottle of wine every other evening is considered an affordable luxury. The pandemic has resulted in a big uptick in alco-bev sales over the past few months and this buoyancy is expected to continue.

**People will upgrade their lifestyle and entertain with better drinks:** This will propel the premiumisation wave. Also, education, events and experiences will be consumed digitally and this is likely to continue over the next two years.

**There has been a shift from brand-centric luxury to prioritising what is essential luxury:** Consumers are seeking products, services and experiences that add innate value and meaning to their daily lifestyle and help elevate it to what can be defined as a well-balanced, happy and healthy life. Luxury holds an innate value, meaning and relevance that I can inculcate as part of my daily lifestyle. In that sense, healthy habits, close family ties, help at hand and a stable financial situation all mean luxury to me.



<https://www.moneycontrol.com/news/trends/the-thought-leader-luxury-spirits-the-rise-and-rise-of-indian-craft-spirits-brands-the-rising-popularity-of-gin-home-deliveries-and-innovation-will-mark-indias-fledgli-6635891.html>