



# SCOTCH WHISKY 2024 EXPORTS

#SupportScotch

@ScotchWhiskySWA  
www.scotch-whisky.org.uk

“The Scotch Whisky industry is a proven driver of economic growth, jobs and investment, and needs an environment free from the shackles of excessive taxation, regulation and uncertain operating costs. The UK government must redouble its efforts to back Scotch producers to the hilt, as promised by the Prime Minister.”



MARK KENT  
Chief Executive, SWA



1.4bn 70cl bottles equivalent shipped, up 3.9%



Scotch Whisky exported to 169 markets around the world



£5.4bn of Scotch Whisky exported, down 3.7%



Scotch Whisky exports up 10% by value on 2019

## TOP 10 MARKETS BY VALUE

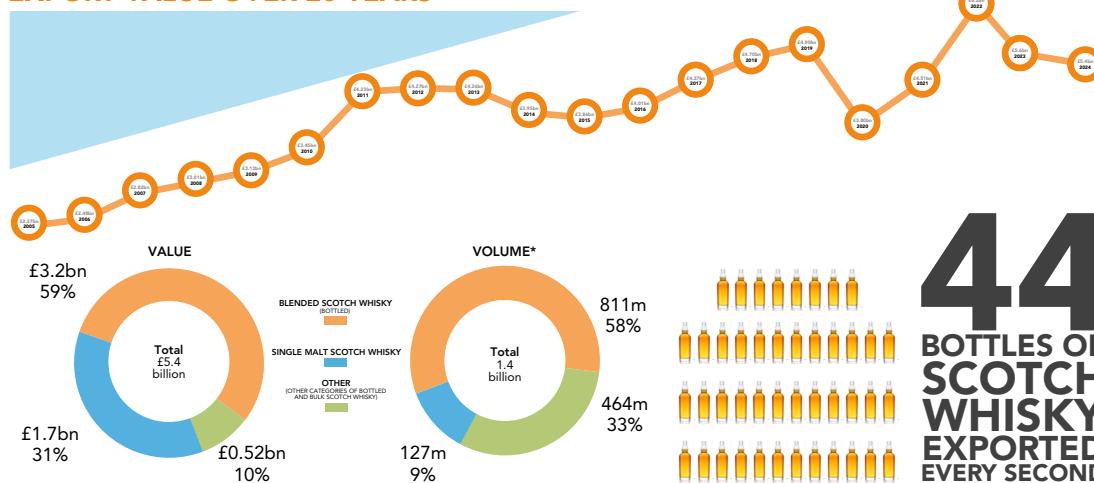
	VS 2023
UNITED STATES £971m	▼ -1%
FRANCE £419m	▼ -12%
SINGAPORE £310m	▼ -18%
TAIWAN £298m	▼ -13%
INDIA £248m	▲ 14%
SPAIN £196m	▲ 6%
JAPAN £182m	▲ 7%
TÜRKIYE £178m	▲ 37%
GERMANY £169m	▼ -14%
CHINA £161m	▼ -32%

## TOP 10 MARKETS BY VOLUME\*

	VS 2023
INDIA 192m	▲ 15%
FRANCE 177m	▲ 2%
UNITED STATES 132m	▲ 4%
JAPAN 74m	▲ 23%
SPAIN 59m	▲ 2%
GERMANY 56m	▼ -6%
BRAZIL 52m	▲ 23%
POLAND 48m	▲ 6%
TÜRKIYE 47m	▲ 14%
CHINA 30m	▼ -2%

\* 70cl BOTTLES EQUIVALENT

## EXPORT VALUE OVER 20 YEARS



## GLOBAL REGION MARKET SHARE BY VALUE

