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RECORD EXPORTS AS SCOTCH WHISKY DEFIES DOWNTURN

Global exports of Scotch Whisky reached record levels in 2009 despite the economic downturn in some major markets, according to annual figures published today by The Scotch Whisky Association (SWA).

Scotch Whisky exports rose by 3% in value to £3.13bn, contributing £99 every second to the UK trade balance. Export volumes increased by 4% worldwide, with the equivalent of 1.1bn 70cl bottles of Scotch Whisky shipped.

Scotch Whisky enjoyed continuing success in France (+13% in value) and the United States (+13%), with Brazil (+44%) and South Africa (+7%) both significant emerging markets in 2009.

After a slow start to the year caused by trade de-stocking and weaker consumer confidence, the SWA reported an impressive export performance in the second half of 2009. In comparison to 2008, an extra £71m of Blended Scotch Whisky was exported during the year (+3%), with Malt Scotch Whisky shipments rising by £4m (+1%).

Scotch Whisky exports have risen by £977m in shipment value over the last ten years, a 45% increase. Shipment volume has also increased by 13%, the equivalent of 131.8m 70cl bottles, since 2000.

Paul Walsh, Chairman of the SWA, said:

“Scotch Whisky distillers have delivered record exports in the face of a global economic downturn. It is an impressive performance, underscoring the importance of Scotch Whisky to the UK economy. The industry is continuing to invest and sustain its efforts to secure fair access to export markets. We look to the next UK Government to work with us to build on Scotch Whisky’s success in the future.”

Gavin Hewitt, Chief Executive of the SWA, said:

“As one of the UK’s leading manufactured exports, all political parties should recognise and support the Scotch Whisky industry, both at home and abroad, during the next Parliament. A review of the UK excise duty system is long overdue; we want to see a domestic operating and fiscal environment that better supports our global competitiveness.”



Note to Editors:

1. The SWA figures are derived from HM Revenue & Customs data and are based on individual company declarations of the export value and volume of shipments to each market (which may not be the final destination of the consignment). The figures do not represent sales/consumption of Scotch Whisky in those markets.
2. A summary of Scotch Whisky shipments on a regional basis and a table showing the top ten export markets by shipment value and volume are attached.
3. For further information please contact David Williamson (0131 222 9230 and 07730 496 151).



Summary of Scotch Whisky shipments by value on a regional basis (2009)

North America (+13% to £508m)

The USA remained Scotch Whisky's largest export market by value (+13% to £419m), with Blended Scotch Whisky shipments particularly strong despite challenging economic conditions. There was also promising growth in Mexico (+25% to £42m).

Central & South America (+18% to £390m)

Brazil is fast emerging as a major export market for Blended Scotch Whisky. Total Scotch Whisky shipments to the market rose by 44% to £60m, more than double export levels in 2000. There continued to be volatile conditions experienced in Venezuela (+73% to £116m).

European Union (-1% to £1.26bn)

Exports to France continued to grow at an impressive rate (+13% to £407m). Shipment value has more than doubled since 2000 and was above £400m for the first time ever in 2009. The weak Spanish economy impacted on exports to that market (-5% to £316m).

Asia (-9% to £543m)

Scotch Whisky exports to South Korea continue to be a barometer for the overall economic picture in that country (-24% to £113m). As the economy recovers, there are signs that the market will improve in 2010. For the first time since 2001, exports to Japan grew in value (+3% to £42m).

Africa (+6% to £150m)

South Africa consolidated its position as one of Scotch Whisky's top ten export markets, with shipments up 7% to £108m. Since 2000, export value has increased by over 3.5 times.

Australasia (+3% to £70m)

Australia remains an important export market, with shipments reaching £63m in 2010, an increase of 3% on the previous year.



**Top ten export markets by value
(Jan-Dec 2009, £million)**

	2009	2008	% change
USA	418.8	371.4	+13
France	406.7	358.5	+13
Spain	315.8	333.2	-5
Singapore	167.5	184.5	-9
Greece	130.3	113.5	+15
Venezuela	115.8	67.0	+73
South Korea	112.5	148.4	-24
South Africa	108.2	101.4	+7
Germany	103.2	110.7	-7
Taiwan	85.1	74.4	+14
Total Exports	3,133.4	3,056.9	+3

**Top ten export markets by volume
(Jan-Dec 2009, millions of 70cl
bottles)**

	2009	2008	% change
France	178.9	159.7	+12
USA	120.0	107.1	+12
Spain	87.4	102.4	-15
Singapore	51.9	48.9	+6
South Africa	50.0	44.6	+12
Venezuela	42.4	24.0	+77
Brazil	41.4	26.6	+56
South Korea	35.9	41.0	-13
Germany	35.0	39.4	-11
Australia	32.9	29.6	+11
Total Exports	1,121.5	1,079.9	+4