

Statistical Report 2010



The Statistical Report presents information about the activities of the Scotch Whisky industry during 2010

Comparative figures for the previous year or years are provided where appropriate.

Many of the tables summarise information sent to members of The Scotch Whisky Association during the year. The source of such information is HM Revenue and Customs and The Scotch Whisky Association Databank. HMRC export figures record direct shipments from the UK. Some shipments may be subject to further transfer to third countries.

Where information received is subject to subsequent amendment, the latest possible corrected figures have been used in this report. Thus, a small number of figures may have altered from earlier reports.

All figures are given for calendar years unless stated.

New Combined Nomenclature (CN) Codes were introduced on 1 January 2010 to reflect the new Scotch Whisky categories as defined by The Scotch Whisky Regulations 2009. The codes do not include Northern Ireland whiskies or imported whiskies.

2208.30.30	Bottled Single Malt	2208.30.61	Bottled Single/Blended Grain
2208.30.41	Bottled Blended Malt	2208.30.69	Bulk Single/Blended Grain
2208.30.49	Bulk Blended Malt	2208.30.71	Bottled Blended
		2208.30.79	Bulk Blended

New Make Distillate

Following HMRC guidance, members are advised to use the following CN codes for all 'New-Make Scotch Whisky Distillate/Distillate under 3 years old whether malt or grain irrespective of strength':

2208.90.56	2 litres or less
2208.90.77	More than 2 litres

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Production

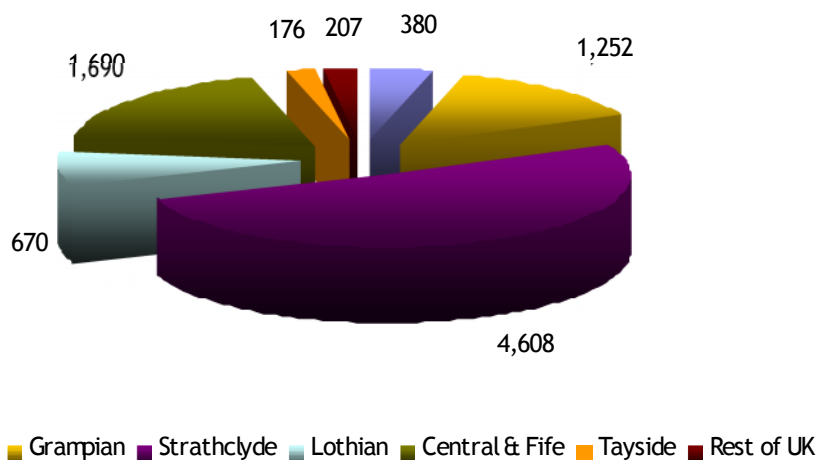
1 Scotch Whisky Production 1980 to 2010

Year Ending 31 Dec	Malt	Grain	Total LPA	Year Ending 31 Dec	Malt	Grain	Total LPA
1980	177,913,000	237,957,000	415,870,000	1996	170,135,855	258,965,585	429,101,440
1981	110,083,000	157,898,000	267,981,000	1997	192,980,001	277,886,386	470,866,387
1982	96,649,000	151,021,000	247,670,000	1998	184,615,185	257,535,732	442,150,917
1983	93,398,000	145,683,000	239,081,000	1999	159,553,570	235,493,607	395,047,177
1984	99,540,000	153,908,000	253,448,000	2000	140,600,602	205,299,263	345,899,865
1985	104,803,000	155,777,000	260,580,000	2001	139,661,253	207,671,006	347,332,259
1986	103,823,000	161,124,000	264,947,000	2002	151,346,366	219,450,288	370,796,654
1987	115,974,000	173,719,000	289,693,000	2003	146,691,064	228,722,226	375,413,290
1988	138,041,000	191,897,000	329,938,000	2004	143,809,718	214,189,839	357,999,557
1989	167,187,000	218,294,000	385,481,000	2005	156,184,682	232,642,260	388,826,942
1990	192,823,000	235,939,000	428,762,000	2006	167,908,141	261,544,767	429,452,908
1991	186,265,957	230,534,943	416,800,900	2007	201,029,856	294,245,497	495,275,353
1992	166,491,138	216,795,189	383,466,327	2008	225,198,949	298,810,242	524,009,191
1993	140,942,181	210,235,959	351,178,140	2009	208,836,536	249,318,389	458,154,925
1994	146,424,242	208,489,770	354,914,012	2010	191,451,693	237,687,660	429,139,353
1995	158,079,324	236,159,123	394,238,447				

Note: Figures for 1991 to 2010 compiled from the Scotch Whisky Association Databank

Employment

2 Numbers employed by SWA member companies by region as at September 2010



Note: Figures are compiled from the Scotch Whisky Association Databank and relate only to those employees by member companies directly employed within the Scotch Whisky industry.

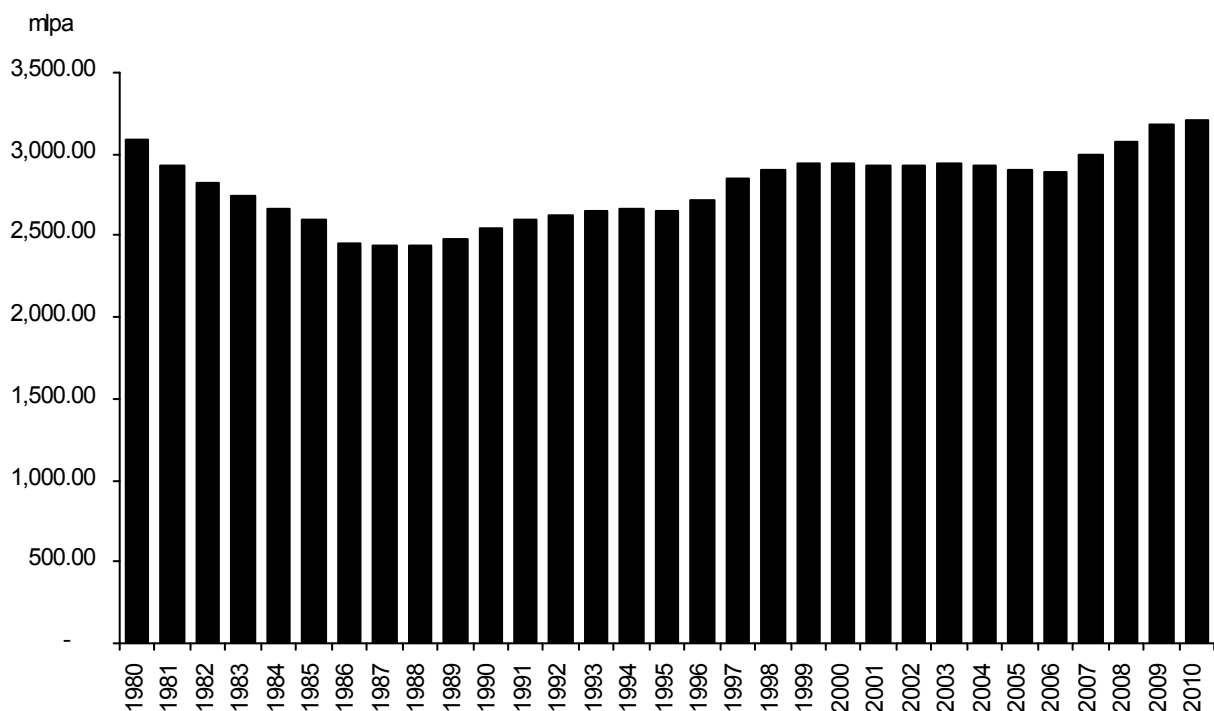
Stock

3 Stocks of Scotch Whisky in bonded warehouses as at 31 December 1980 to 2010

	Million LPA		Million LPA
1980	3,083.51	1996	2,722.28
1981	2,933.64	1997	2,848.16
1982	2,830.46	1998	2,904.60
1983	2,743.62	1999	2,945.58
1984	2,661.97	2000	2,938.78
1985	2,598.26	2001	2,926.39
1986	2,453.01	2002	2,935.16
1987	2,438.32	2003	2,947.75
1988	2,433.20	2004	2,927.27
1989	2,473.10	2005	2,899.32
1990	2,543.20	2006	2,889.35
1991	2,604.40	2007	2,996.02
1992	2,628.76	2008	3,073.21
1993	2,655.39	2009	3,179.75
1994	2,661.67	2010	3,208.96
1995	2,647.38		

Note: Stock for 1991 to 2010 compiled from The Scotch Whisky Association Databank

4 Stocks of maturing Scotch Whisky 1980 to 2010



NOTE: Stock for 1991 to 2010 compiled from The Scotch Whisky Association Databank

Stock

5 Changes in bulk stocks by type and year produced

	Stocks as at December 2010	Stocks as at December 2009	Increase/Decrease
BULK MALT WHISKY (OLA)			
Produced in 2010	209,007,807	0	209,007,807
Produced in 2009	217,364,024	212,682,289	4,681,735
Produced in 2008	233,137,018	229,267,195	3,869,823
Produced in 2007	171,600,033	196,863,160	-25,263,127
Produced in 2006	129,019,034	144,952,727	-15,933,693
Produced in 2005	89,389,214	119,684,390	-30,295,176
Produced in 2004	66,430,410	74,909,780	-8,479,370
Produced in 2003	57,351,187	57,491,573	-140,386
Produced in 2002	55,856,254	58,200,837	-2,344,583
Produced in 2001	52,196,756	54,720,066	-2,523,310
Produced in 2000	54,717,346	58,775,787	-4,058,441
Produced pre 2000	308,889,586	385,173,383	-76,283,797
Total	1,644,958,669	1,592,721,187	52,237,482
BULK GRAIN WHISKY (OLA)			
Produced in 2010	227,480,893	0	227,480,893
Produced in 2009	235,374,769	238,531,670	-3,156,901
Produced in 2008	288,333,535	288,713,363	-379,828
Produced in 2007	192,185,177	282,876,495	-90,691,318
Produced in 2006	125,111,078	169,028,347	-43,917,269
Produced in 2005	68,130,764	105,835,685	-37,704,921
Produced in 2004	41,739,153	55,046,686	-13,307,533
Produced in 2003	46,420,272	51,592,062	-5,171,790
Produced in 2002	37,259,680	38,508,925	-1,249,245
Produced in 2001	34,082,103	34,120,211	-38,108
Produced in 2000	44,945,742	45,886,439	-940,697
Produced pre 2000	222,939,618	276,893,803	-53,954,185
Total	1,564,002,784	1,587,033,686	-23,030,902
BULK MALT AND GRAIN WHISKY (OLA)			
Total Bulk Malt	1,644,958,669	1,592,721,187	52,237,482
Total Bulk Grain	1,564,002,784	1,587,033,686	-23,020,902
Total	3,208,961,453	3,179,754,873	29,206,580

Notes:

1. The criterion for gathering stock figures changed in 1994. From 1994 figures now include stock owned by non-members of the Association but stored in SWA Members' warehouses.
2. Stock compiled from The Scotch Whisky Association Databank

UK Market

6 Monthly totals of Scotch Whisky released for consumption in the UK for 2010 and 2009

	2010 (LPA)				2009 (LPA)			
	Malt	Grain	Blended	Total	Malt	Grain	Blended	Total
January	194,900	800	1,590,600	1,786,300	156,000	800	1,128,600	1,285,400
February	163,100	600	1,434,100	1,597,800	92,400	1,100	1,221,000	1,314,500
March	238,400	400	3,479,300	3,718,100	116,800	900	1,780,700	1,898,400
April	146,500	900	1,312,800	1,460,200	174,600	700	2,633,300	2,808,600
May	194,000	500	1,237,000	1,431,500	265,200	600	1,243,700	1,509,500
June	267,200	600	1,698,900	1,966,700	179,700	700	1,728,000	1,908,400
July	203,600	2,600	1,287,200	1,493,400	143,700	1,000	1,538,300	1,683,000
August	222,000	1000	1,379,700	1,602,700	200,600	1,300	1,902,100	2,104,000
September	190,100	700	1,381,000	1,571,800	167,300	1,000	1,615,400	1,783,700
October	443,700	1,600	2,803,700	3,248,700	302,100	600	2,646,700	3,949,400
November	572,000	1,100	3,233,200	3,806,300	522,200	1500	3,206,100	3,729,800
December	496,200	400	2,504,400	3,001,000	480,800	700	2,353,300	2,834,800
Total	3,331,700	10,900	23,341,900	26,684,500	2,801,400	10,900	22,997,200	25,809,500

Source: HM Revenue & Customs

7 Annual totals of Scotch Whisky released for UK consumption for the years ending 31 March and 31 December 1980 to 2010

	31 March (LPA)	31 December (LPA)	%		31 March (LPA)	31 December (LPA)	%
1980	55,082,600	50,158,800	-5	1996	32,113,900	32,065,300	3
1981	49,727,800	47,710,800	-5	1997	31,936,100	31,198,400	-3
1982	45,601,200	44,751,100	-6	1998	29,899,000	28,863,800	-7
1983	43,137,400	44,479,800	-1	1999	30,368,700	32,276,100	12
1984	45,369,700	43,358,800	-3	2000	32,150,300	31,382,200	-3
1985	43,130,800	46,145,700	6	2001	31,732,000	32,079,300	2
1986	45,936,800	45,636,000	-1	2002	32,060,600	32,068,600	0
1987	41,351,000	44,599,000	-2	2003	32,585,400	31,829,900	-1
1988	44,859,600	45,181,300	1	2004	31,906,400	31,929,500	0
1989	42,920,100	43,028,200	-5	2005	31,399,800	30,088,300	-5
1990	42,448,400	41,341,500	-4	2006	29,631,400	28,259,200	-6
1991	42,079,300	38,261,600	-7	2007	28,830,000	28,591,400	1
1992	32,273,400	35,785,800	-6	2008	29,633,800	28,937,500	1
1993	36,034,700	37,548,100	5	2009	26,761,100	25,809,500	-11
1994	35,925,800	38,344,600	2	2010	28,413,400	26,684,500	3
1995	36,988,100	31,007,100	-19				

Source: HM Revenue & Customs

Export Markets

8 Exports of Scotch whisky for the calendar years 1980 to 2010

	Volume (LPA)	Value £ Million		Volume (LPA)	Value £ Million
1980	249,916,996	746.61	1996	256,805,902	2,278.13
1981	244,239,375	784.75	1997	276,937,370	2,394.33
1982	251,277,064	871.60	1998	254,042,920	2,030.41
1983	227,844,492	858.09	1999	266,630,395	2,093.69
1984	231,286,678	931.38	2000	277,096,784	2,156.71
1985	225,894,432	993.94	2001	283,632,089	2,295.29
1986	236,188,393	1,070.13	2002	263,772,741	2,285.29
1987	240,174,162	1,135.51	2003	273,269,419	2,375.43
1988	245,977,491	1,288.79	2004	267,300,351	2,263.04
1989	242,491,750	1,469.46	2005	277,904,381	2,370.34
1990	238,304,608	1,712.48	2006	294,502,609	2,478.63
1991	227,748,446	1,833.89	2007	318,436,324	2,824.55
1992	231,272,367	1,958.88	2008	302,367,100	3,056.88
1993	256,872,038	2,093.85	2009	304,342,467	3,134.64
1994	252,209,071	2,191.29	2010	297,398,055	3,447.79
1995	262,078,484	2,277.05			

Source: HM Revenue & Customs

9 Exports of Scotch Whisky to the major markets in 2010

	% of Market	Malt		Grain	Blend		Total	£ Million
		Bottled	Bulk		Bottled	Bulk		
EU exc United Kingdom	35.40	17,698,083	870,072	1,612,943	81,643,902	12,915,670	114,740,670	1,264.91
France	14.21	7,967,868	116,883	461,064	28,144,330	9,354,760	46,044,905	421.71
Spain	6.49	1,364,978	6,198	568,658	18,491,399	614,957	21,046,190	268.39
Germany	3.66	2,391,491	101,437	10,343	7,517,157	1,840,414	11,860,842	126.70
Greece	1.93	837,664	0	21	5,419,315	86	6,257,086	97.04
Italy	1.57	1,663,532	577,345	330,205	2,374,128	141,783	5,086,993	47.74
Portugal	1.17	236,787	0	23,966	3,503,457	31,370	3,795,580	45.76
Netherlands	0.94	1,130,929	63,036	129,543	1,560,124	178,660	3,062,292	35.49
Others	5.43	2,104,834	5,173	89,143	14,633,992	753,640	17,586,782	222.07
USA	9.80	3,709,259	693,400	33,530	21,129,765	6,185,490	31,751,444	499.25
Singapore	4.27	979,820	0	13,620	12,742,639	102,647	13,838,726	220.78
South Africa	3.76	508,472	950,794	592,609	9,622,561	509,132	12,183,568	168.76
India	3.73	1,796,495	6,986,817	721,076	1,850,345	720,797	12,075,530	153.10
Brazil	3.04	49,946	1,971,918	652,502	7,005,604	162,545	9,842,515	107.38
South Korea	3.02	252,075	603,460	12,550	7,927,501	995,248	9,790,834	67.42
Thailand	2.69	79,931	3,339,743	0	5,260,104	30,571	8,710,349	66.88
UK	8.23	3,331,700	0	10,900	23,341,900	0	26,684,500	N/A
Total All Markets	100.00	34,816,704	18,768,878	5,057,446	240,780,299	24,659,228	324,082,555	N/A

Notes: 1. Volume figures in million lpa 2. Source: HM Revenue & Customs

Export Markets

10 Summary of 2010 exports of Scotch Whisky by market groups

	2010 LPA Million	2009 LPA Million	Volume % Diff	2010 £ Million	2009 £ Million	Volume % Diff
1. Europe						
EU†	114.74	119.52	-4	1,264.91	1,266.14	-0
Eastern Europe	3.23	2.59	24	43.22	32.67	32
Other	5.07	6.98	-27	56.62	62.81	-10
Total	123.04	129.10	-5	1,364.75	1,361.62	0
2. Americas						
a. North America						
Canada & St Pierre-Miquelon	2.89	3.44	-16	49.89	47.17	6
USA	31.75	29.35	8	499.25	418.75	19
Mexico	6.98	6.31	11	59.11	41.90	41
Sub-Total	41.63	39.10	6	608.26	507.83	20
b. Central & South America	34.70	40.12	-14	354.56	389.82	-9
Total	76.32	79.22	-4	962.82	897.64	7
3. Australia						
Australia	7.05	9.21	-24	64.60	63.03	2
New Zealand	0.64	0.59	8	6.05	4.88	24
Other	0.17	0.30	-45	1.77	2.35	-25
Total	7.85	10.10	-22	72.42	70.26	3
4. Asia						
Singapore	13.84	14.53	-5	220.78	167.46	32
South Korea	9.79	10.05	-3	153.10	112.55	36
Thailand	8.71	6.54	33	39.36	28.48	38
Other	31.09	25.07	24	302.93	234.35	29
Total	63.43	56.19	13	716.17	542.85	32
5. Africa						
South Africa	12.18	14.01	-13	168.76	108.24	56
Other	3.69	4.06	-9	43.80	42.23	4
Total	15.88	18.07	-12	212.56	150.46	41
6. Middle East	10.88	11.66	-7	119.09	111.82	6
Total Exports	297.40	304.34	-2	3,447.79	3,134.64	10

Note: †Excludes United Kingdom Release (see Table 6)

Export Markets

11 Exports of Scotch Whisky for 2010 and 2009

	2010	2009	Increase/Decrease		2010	2009	Increase/Decrease	
	mlpa	mlpa	mlpa	%	£m	£m	£m	%
BLENDED								
- bottled	217,438,399	237,460,603	-20,022,204	-8	2,625,642,097	2,508,194,685	117,447,412	5
- shipped in bulk	24,659,228	30,276,258	-5,617,030	-19	81,061,302	84,293,816	-3,232,514	-4
Blended Total	242,097,627	267,736,861	-25,639,234	-10	2,706,703,399	2,592,488,501	114,214,898	4
MALT								
- Single	23,717,792	18,074,550	5,643,242	31	576,749,485	489,911,306	86,838,179	18
- Blended bottled	7,767,212	0	7,767,212	100	86,080,544	0	86,080,544	100
- Blended shipped in bulk	18,768,878	14,822,978	3,945,900	27	56,257,029	41,866,540	14,390,489	34
Malt Total	50,253,882	32,897,528	17,356,354	53	719,087,058	531,777,846	187,309,212	35
SINGLE/BLENDED GRAIN								
- bottled	613,321	174,532	438,789	251	6,187,729	2,054,629	4,133,100	201
- shipped in bulk	4,433,225	3,533,546	899,679	25	15,812,234	8,318,462	7,493,802	90
Total Grain	50,546,546	3,708,078	1,338,468	36	21,999,963	10,373,061	11,626,902	112
TOTAL EXPORTS	297,398,055	304,342,467	-6,944,412	-2	3,447,790,420	3,134,639,408	313,151,012	10

Source: HM Revenue & Customs

12 Top 20 export markets for Scotch Whisky in 2010

Volume Rank	Country	LPA	Value Rank	Country	£
1	France	46,044,905	1	USA	499,254,270
2	USA	31,751,444	2	France	421,710,750
3	Spain	21,046,190	3	Spain	268,390,176
4	Singapore	13,838,726	4	Singapore	220,775,174
5	South Africa	12,183,568	5	South Africa	168,756,627
6	India	12,075,530	6	South Korea	153,102,242
7	Germany	11,860,842	7	Germany	126,699,650
8	Brazil	9,842,515	8	Taiwan	107,380,943
9	South Korea	9,790,834	9	Greece	97,043,898
10	Thailand	8,710,349	10	United Arab Emirates	67,420,976
11	Australia	7,047,751	11	Brazil	66,882,834
12	Mexico	6,982,186	12	Australia	64,598,616
13	Greece	6,257,086	13	Venezuela	62,885,133
14	Venezuela	5,668,777	14	Japan	59,550,240
15	China	5,497,391	15	Mexico	59,109,760
16	United Arab Emirates	5,400,588	16	China	54,687,582
17	Italy	5,086,993	17	Canada	49,892,751
18	Taiwan	5,012,716	18	Italy	47,740,816
19	Japan	4,453,747	19	Portugal	45,761,782
20	Portugal	3,795,580	20	Panama	44,669,305

Source: HM Revenue & Customs

Export Markets

13 Volume and value of exports of Scotch Whisky by country for years ending 31 December 2010 and 2009

	Volume (LPA)			Value (£)		
	2010	2009	% Diff	2010	2009	% Diff
Albania	3,066	115,826	-97	27,060	847,028	-97
Algeria	73,089	212,132	-66	1,236,859	1,293,169	-4
Andorra	423,386	376,891	12	3,097,533	2,641,628	17
Angola	278,079	386,134	-28	2,002,156	2,543,017	-21
Anguilla	760	4,891	-84	21,801	95,390	-77
Antigua & Barbuda	15,085	14,343	5	248,998	163,234	53
Argentina	1,391,222	1,596,799	-13	10,209,757	9,203,524	11
Armenia	28,110	24,808	13	350,393	301,419	16
Aruba	1,670,440	2,529,007	-34	28,557,832	35,258,722	-19
Australia	7,047,751	9,214,855	-24	64,598,616	63,031,081	2
Austria	277,210	224,231	24	4,061,424	3,134,642	30
Azerbaijan	0	44	-100	0	24,230	-100
Bahamas	8,543	17,479	-51	292,306	346,749	-16
Bahrain	623,303	1,081,124	-42	4,163,701	6,587,584	-37
Bangladesh	37,309	35,598	5	227,274	209,391	9
Barbados	24,960	32,400	-23	614,907	596,786	3
Belarus	56,023	47,848	17	391,137	385,893	1
Belgium	990,104	1,301,367	-24	13,998,663	14,535,710	-4
Belize	3,931	27,930	-86	161,387	725,757	-78
Benin	40,484	42,019	-4	445,057	410,480	8
Bermuda	10,870	17,598	-38	177,341	299,022	-41
Bhutan	8,801	24,240	-64	153,228	305,697	-50
Bolivia	326,084	305,064	7	5,738,798	4,021,758	43
Bosnia & Herzegovina	27,811	70,781	-61	306,281	734,961	-58
Brazil	9,842,515	8,359,160	18	66,882,834	59,577,090	12
Brunei Darussalam	0	516	-100	0	5,639	-100
Bulgaria	1,306,469	1,464,936	-11	13,470,304	13,039,461	3
Burkina Faso	36,105	6,241	479	568,175	92,921	511
Burma (Myanmar)	143,561	103,443	39	1,706,216	914,343	87
Cambodia	33,878	21,255	59	122,463	70,579	74
Cameroon	126,310	36,362	247	1,299,334	279,815	364
Canada	2,893,453	3,437,705	-16	49,892,751	47,174,197	6
Cape Verde	23,714	49,504	-52	248,278	483,021	-49
Cayman Islands	3,724	5,375	-31	126,343	141,910	-11
Central African Republic	3,657	3,224	13	27,597	28,167	-2
Chad	84,287	108,803	-23	1,908,281	2,405,701	-21
Chile	1,567,145	1,721,406	-9	13,000,320	12,303,527	6
China	5,497,391	4,487,018	23	54,687,582	44,235,839	24
Colombia	1,149,392	1,962,475	-41	13,597,034	16,662,163	-18

Export Markets

13 Volume and value of exports of Scotch Whisky by country for years ending 31 December 2010 and 2009

	Volume (LPA)			Value (£)		
	2010	2009	% Diff	2010	2009	% Diff
Congo	46,216	107,062	-57	672,744	1,224,616	-45
Congo Democratic Republic	38,661	82,216	-53	695,708	1,112,181	-37
Costa Rica	358,720	666,383	-46	3,709,107	3,995,131	-7
Croatia	183,162	215,086	-15	1,869,709	2,067,261	-10
Cuba	69,277	66,072	5	625,722	689,604	-9
Cyprus	804,420	705,368	14	10,579,497	9,827,836	8
Czech Republic	379,485	395,553	-4	3,680,115	4,526,015	-19
Denmark	1,044,175	879,436	19	13,500,034	11,562,572	17
Djibouti	69,286	196,694	-65	400,453	1,085,128	-63
Dominica	2,568	13,760	-81	34,422	187,493	-82
Dominican Republic	1,650,392	2,028,783	-19	17,484,493	13,669,031	28
Ecuador	1,242,039	1,492,908	-17	6,844,289	5,376,322	27
Egypt	331,637	275,750	20	4,439,122	3,483,329	27
El Salvador	51,600	59,479	-13	832,883	887,762	-6
Equatorial Guinea	111,862	89,110	26	1,870,259	1,549,972	21
Estonia	2,564,947	1,806,878	42	34,877,517	20,253,426	72
Ethiopia	121,022	168,583	-28	2,486,012	2,189,797	14
Falkland Islands	1,820	1,379	32	22,521	16,497	37
Fiji	5,326	12,411	-57	66,735	97,491	-32
Finland	477,922	512,486	-7	6,198,339	6,350,273	-2
France	46,044,905	50,120,595	-8	421,710,750	406,871,309	4
French Polynesia	21,452	31,217	-31	183,864	235,515	-22
Gabon	93,701	212,470	-56	1,159,323	2,031,151	-43
Gambia	1,021	709	44	8,531	7,550	13
Georgia	155,207	128,791	21	1,854,856	1,746,426	6
Germany	11,860,842	10,069,314	18	126,699,650	103,988,525	22
Ghana	69,078	49,685	39	452,192	454,032	-0
Gibraltar	44,362	58,426	-24	551,975	738,718	-25
Greece	6,257,086	8,085,049	-23	97,043,898	130,259,392	-25
Grenada	4,699	10,066	-53	77,271	159,879	-52
Guam	7,149	8,533	-16	237,359	169,769	40
Guatemala	249,823	389,443	-36	2,722,418	3,965,088	-31
Guinea	6,894	2,990	131	156,206	55,096	184
Guyana	5,016	120	4080	31,846	686	4,542
Haiti	61,181	97,099	-37	703,418	721,899	-3
Honduras	29,905	36,106	-17	569,070	509,791	12
Hong Kong	893,072	649,896	37	14,419,377	8,662,889	66
Hungary	512,126	574,359	-11	5,239,207	5,739,105	-9
Iceland	31,808	31,693	0	402,209	301,456	34

Export Markets

13 Volume and value of exports of Scotch Whisky by country for years ending 31 December 2010 and 2009

	Volume (LPA)			Value (£)		
	2010	2009	% Diff	2010	2009	% Diff
India	12,075,530	8,639,419	40	40,583,476	27,706,262	46
Indonesia	336	0	100	2,374	0	100
Iraq	507,864	636,123	-20	5,081,983	6,467,626	-21
Irish Republic	416,095	357,219	16	3,779,794	3,780,328	-0
Israel	749,914	840,417	-11	8,684,173	6,980,910	24
Italy	5,086,993	4,005,350	27	47,740,816	43,628,809	9
Ivory Coast	30,840	72,128	-57	403,341	771,494	-48
Jamaica	9,341	11,782	-21	153,375	102,222	50
Japan	4,453,747	2,747,534	62	59,550,240	41,907,377	42
Jordan	241,294	245,238	-2	2,097,067	2,367,259	-11
Kazakhstan	141,903	127,920	11	2,873,915	2,007,693	43
Kenya	164,557	115,230	43	1,404,545	1,323,393	6
Kosovo	0	24,291	-100	0	299,488	-100
Laos	0	84	-100	0	2,125	-100
Latvia	1,430,764	783,323	83	25,608,268	11,756,825	118
Lebanon	2,104,912	2,700,818	-22	22,330,989	23,047,168	-3
Liberia	4,758	0	100	45,823	0	100
Lithuania	132,787	71,454	86	993,223	811,160	22
Luxembourg	6,385	5,945	7	106,067	84,183	26
Macao	461	15,746	-97	59,541	28,753	107
Macedonia	8,094	35,120	-77	141,568	458,206	-69
Madagascar	5,022	13,390	-62	64,099	124,772	-49
Malaysia	949,782	1,060,215	-10	12,764,101	11,759,790	9
Maldives	26,404	49,386	-47	305,698	485,559	-37
Mali	14,708	4,873	202	350,766	75,264	366
Malta	141,218	136,048	4	1,523,613	1,605,238	-5
Mauritania	39	0	100	1,795	0	100
Mauritius	189,894	257,447	-26	988,397	1,216,284	-19
Mexico	6,982,186	6,306,312	11	59,109,760	41,903,036	41
Moldova	6,168	2,099	194	107,397	60,547	77
Mongolia	3,695	0	100	32,144	0	100
Montserrat	5,381	5,736	-6	84,760	29,063	192
Morocco	850,186	955,056	-11	10,224,264	10,927,433	-6
Mozambique	22,079	16,720	32	326,500	214,232	52
Namibia	30,117	23,596	28	477,805	481,812	-1
Nepal	78,035	81,095	-4	337,996	343,865	-2
Netherlands	3,062,292	3,029,488	1	35,494,933	34,666,624	2
Netherlands Antilles	808,678	1,327,193	-39	13,741,879	20,757,423	-34
New Caledonia	131,420	241,558	-46	1,285,283	1,773,080	-28

Export Markets

13 Volume and value of exports of Scotch Whisky by country for years ending 31 December 2010 and 2009

	Volume (LPA)			Value (£)		
	2010	2009	% Diff	2010	2009	% Diff
New Zealand	636,268	590,458	8	6,045,415	4,875,518	24
Nicaragua	16,280	7,043	131	203,414	90,763	124
Niger	14,380	0	100	287,967	0	100
Nigeria	436,184	212,471	105	5,084,952	2,254,216	126
Norway	331,499	429,563	-23	5,065,174	5,112,465	-1
Oman	733,749	551,509	33	3,824,861	2,884,479	33
Panama	2,735,662	2,723,111	0	44,669,305	41,638,603	7
Paraguay	1,350,760	989,160	37	17,494,823	9,393,669	86
Peru	797,443	689,399	16	9,052,737	6,526,403	39
Philippines	1,168,725	1,961,411	-40	3,058,524	4,853,106	-37
Poland	2,915,923	2,467,608	18	29,446,255	23,809,458	24
Portugal	3,795,580	3,834,836	-1	45,761,782	46,567,287	-2
Qatar	338,817	384,828	-12	3,253,204	3,755,185	-13
Romania	1,258,450	1,130,114	11	14,585,254	13,133,466	11
Russia	2,368,169	1,450,841	63	31,415,147	19,484,437	61
Rwanda	0	2,354	-100	0	82,096	-100
Saudi Arabia	5,063	0	100	96,654	0	100
Senegal	11,045	31,488	-65	168,014	506,694	-67
Serbia	138,610	261,071	-47	1,352,962	2,549,817	-47
Seychelles	19,707	15,208	30	259,938	196,437	32
Sierra Leone	5,063	6,585	-23	76,254	91,984	-17
Singapore	13,838,726	14,534,219	-5	220,775,174	167,460,669	32
Slovakia	56,101	26,650	111	593,775	444,514	34
Slovenia	259,418	266,714	-3	2,747,994	2,730,892	1
Solomon Islands	0	5,376	-100	0	74,275	-100
South Africa	12,183,568	14,009,636	-13	168,756,627	108,238,157	56
Sth George & Sandwich Islands	211	287	-26	947	6,223	-85
South Korea	9,790,834	10,050,990	-3	153,102,242	112,547,754	36
Spain	21,046,190	24,488,125	-14	268,390,176	315,832,674	-15
Sri Lanka	381,870	551,100	-31	5,354,655	6,812,463	-21
St Christopher (St Kitts) & Nevis	7,037	27,427	-74	127,646	264,342	-52
St Helena	5,910	77	7,575	96,081	1,468	6,445
St Lucia	47,489	66,211	-28	274,771	468,675	-41
St Vincent	2,538	7,869	-68	53,326	105,093	-49
Surinam	300,462	143,207	110	4,132,685	1,791,803	131
Swaziland	36,331	14,399	152	170,795	87,456	95
Sweden	2,612,783	2,780,523	-6	37,083,130	37,199,945	-0
Switzerland	1,959,544	1,579,763	24	25,905,249	20,824,348	24
Syria	173,949	217,599	-20	2,131,597	1,762,506	21

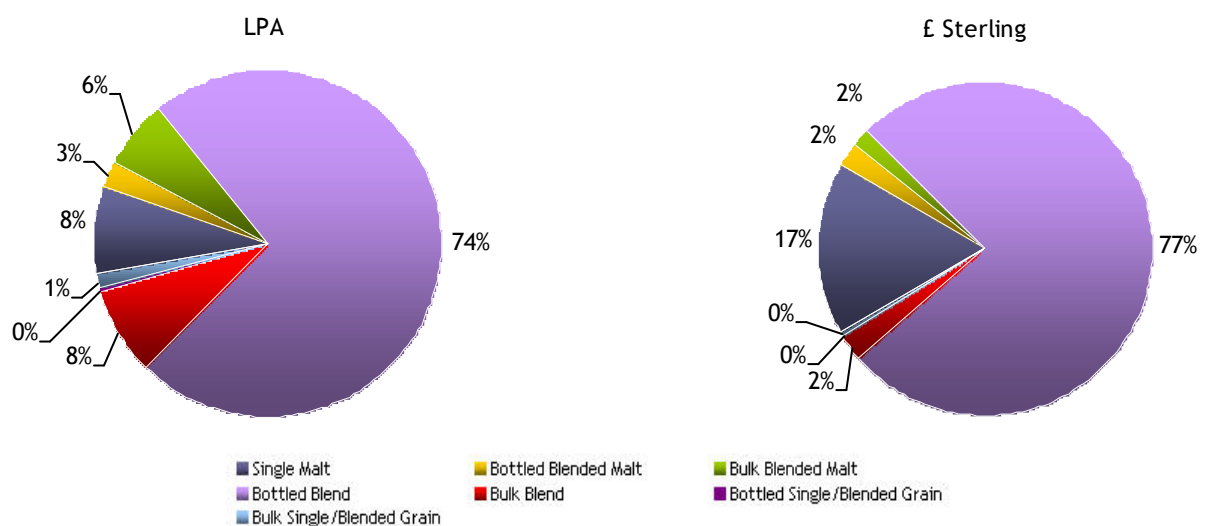
Export Markets

13 Volume and value of exports of Scotch Whisky by country for years ending 31 December 2010 and 2009

	Volume (LPA)			Value (£)		
	2010	2009	% Diff	2010	2009	% Diff
Taiwan	5,012,716	4,459,802	12	107,380,943	85,095,799	26
Tanzania	143,627	104,166	38	1,077,327	865,531	24
Thailand	8,710,349	6,544,142	33	39,355,851	28,479,812	38
Togo	63,585	40,380	57	785,325	536,415	46
Trinidad & Tobago	407,475	813,458	-50	6,376,178	7,338,585	-13
Tunisia	18,921	70,133	-76	289,233	709,357	-59
Turkey	2,283,873	4,506,896	-49	21,594,283	33,193,485	-35
Turks & Caicos Islands	944	5,200	-82	39,344	103,797	-62
Uganda	20,836	19,375	8	198,918	191,027	4
Ukraine	109,335	89,853	22	2,526,874	1,699,874	49
United Arab Emirates	5,400,588	5,000,146	8	67,420,976	57,966,061	16
Uruguay	2,745,361	2,474,618	11	21,173,794	14,908,916	42
US Virgin Islands	41,363	53,652	-23	662,967	809,686	-18
USA	31,751,444	29,352,484	8	499,254,270	418,749,279	19
Venezuela	5,668,777	9,314,680	-39	62,885,133	115,753,947	-46
Vietnam	325,377	177,693	83	2,185,933	951,053	130
Virgin Islands (British)	8,742	6,511	34	146,902	151,517	-3
Zambia	14,000	41,068	-66	336,873	754,912	-55
Zimbabwe	34,639	10,880	218	604,430	84,454	616
TOTAL	297,398,055	304,342,467	-2	3,447,790,420	3,134,639,408	10

Source: HM Revenue & Customs

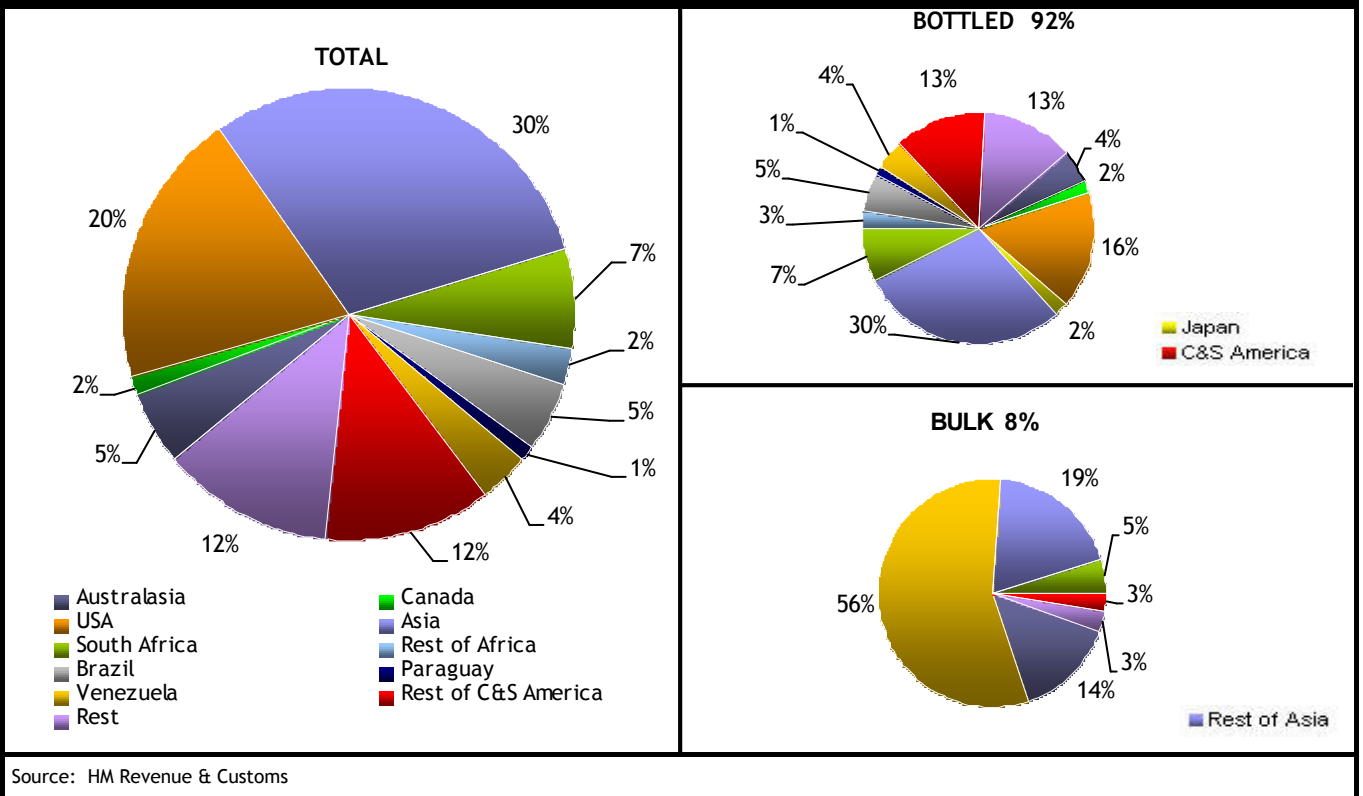
14 Global Scotch Whisky by Category for the year ending 2011



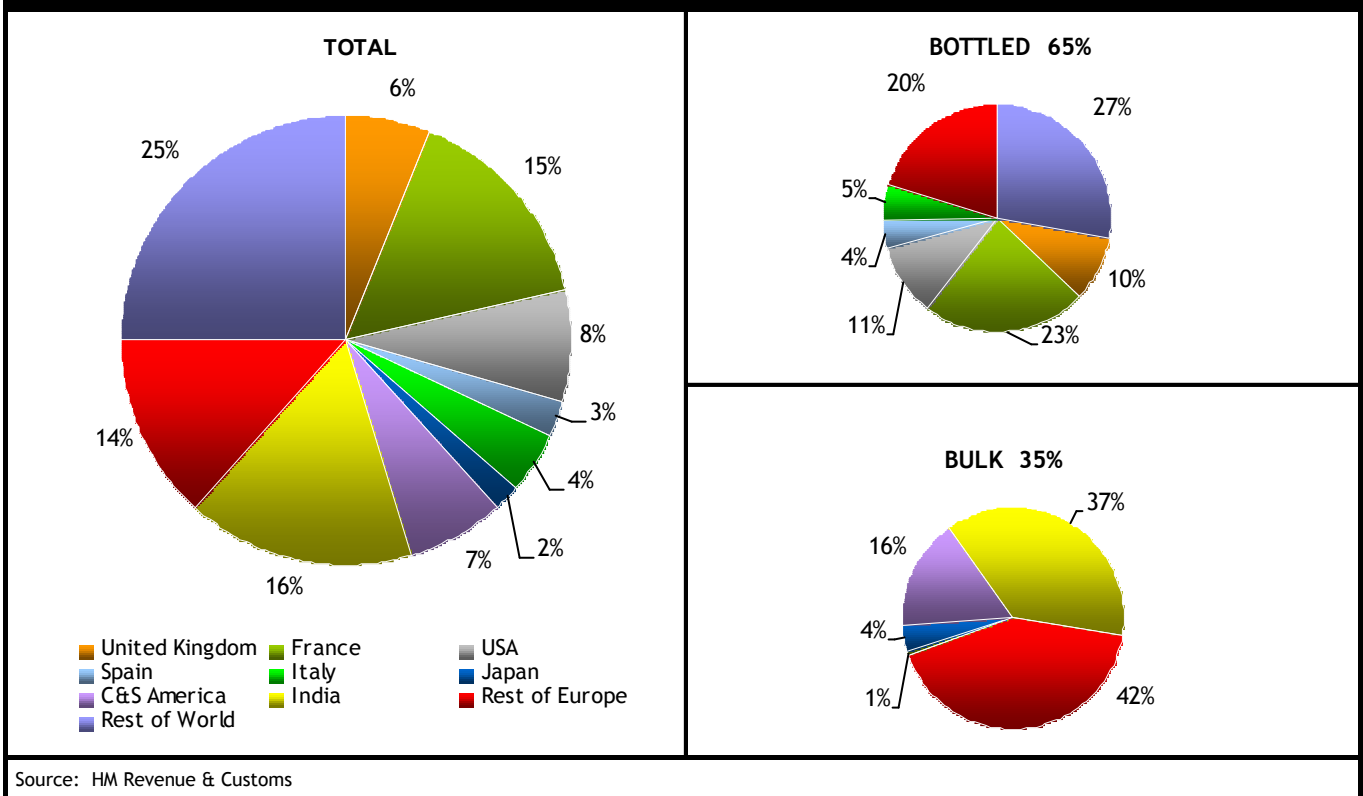
Source: HM Revenue & Customs

Export Markets

17 Market distribution of 2010 sales of Blended Scotch Whisky in 'rest of world'



18 Market distribution of 2010 sales of Malt Scotch Whisky



UK Duty

19 Scotch Whisky - incidence of duty

		Duty per 75cl bottle	Duty per litre of Pure Alcohol			Duty per 70cl bottle	Duty per 75cl bottle	Duty per litre of Pure Alcohol
		£	£			£	£	£
1947	13 November	1.11	3.68	1985	19 March	-	4.73	15.77
1948	12 April	1.23	4.06	1990	20 March	-	5.21	17.35
1961	26 July (10% Regulator) ¹	1.35	4.47	1991	19 March ⁶	-	5.69	18.96
1964	15 April	1.50	4.96	1992	10 March	5.55	5.94	19.81
195	7 April	1.70	5.63	1993	30 November	5.55	-	19.81
1966	21 July (10% Regulator) ¹	1.87	6.19	1994	8 December ³	5.77	-	20.60
1968	20 March	2.00	6.61	1995	25 November	5.54	-	19.78
1968	22 November (10% Regulator) ¹	2.20	7.26	1996	26 November	5.32	-	18.99
1973	1 April ⁶	1.80	5.95	1997	2 July ⁴	5.48	-	19.56
1974	27 March ⁶	1.98	6.55	1998	17 March	5.48	-	19.56
1975	15 April	2.57	8.51	2006	22 March	5.48	-	19.56
1976	6 April	2.87	9.49	2007	21 March	5.48	-	19.56
1977	1 January	3.16	10.44	2008	12 March ⁵	5.98	-	21.35
1980	27 March	3.56	11.87	2009	22 April	6.34	-	22.64
1981	10 March	4.08	13.60	2010	24 March ⁷	6.66	-	23.80
1982	9 March	4.34	14.47	2010	22 June	6.66	-	23.80
1983	15 March	4.56	15.19	2011	23 March ⁸	7.15	-	25.52
1984	13 March	4.64	15.48					

Notes:

- The 10% increase in the Spirits Duty in 1961, 1966, and 1968 were consolidated into the Spirit Duty by the Finance Act in the following years.
- 70cl bottle mandatory from 1 January 1992 under EC Directive 75/106 (as subsequently amended).
- The duty increase announced on 8 December 1994 came into effect from 1 January 1995.
- The duty increase announced on 2 July 1997 came into effect from 1 January 1998.
- The duty increase announced on 12 March 2008 came into effect from 17 March 2008.
- VAT The duty was subject to Value Added Tax at 10% from 1 April 1973, 8% from 29 July 1975, 15% from 12 June 1979 and 17.5% from 1 April 1991.
- The duty increase announced on 24 March 2010 came into effect from 29 March 2010.
- The duty increase announced on 23 March 2011 came into effect from 28 March 2011.

20 Duty ratios per unit of alcohol between Scotch Whisky and other alcoholic drinks

	ABV	1997	1998	1999	2000/1/2	2003	2004	2005	2006	2007	2008	2009	2010	2011
Beer	3.52%	1:1.81	1:1.76	1:1.70	1:1.65	1:1.60	1:1.55	1:1.51	1:1.48	1:1.43	1:1.32	1:1.38	1:1.37	1:1.38
Table Wine	12.5%	1:1.74	1:1.69	1:1.64	1:1.58	1:1.54	1:1.50	1:1.46	1:1.42	1:1.37	1:1.37	1:1.32	1:1.32	1:1.32

Note: A UK unit of alcohol equals 8 grams of alcohol

21 Approximate amount of duty on a normal measure of three kinds of alcohol drink, each containing approximately the same amount of alcohol

	ABV	2008	2009	2010	2011
284ml (½ pint) Beer	3.52%	16.14	16.46	17.31p	18.56p
125ml Table Wine	12.50%	15.54	17.12	18.00p	19.34p
25ml Scotch Whisky	40.00%	21.35	22.64	23.80p	25.52p

Note: The duty-paid price per measure is subject to Value Added Tax at the current rate of 17.5% due to increase to 20% from 4 January 2011.

Export Markets

22 Country listing by region

AFRICA

Algeria, Angola, Benin, Botswana, British Indian Ocean Territory, Burkina Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Chad, Comoros, Congo, Congo Democratic Republic, Djibouti, Egypt, Equatorial Guinea, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Ivory Coast (Cote d'Ivoire), Kenya, Lesotho, Liberia, Libya, Madagascar, Malawi, Mali, Mauritania, Mauritius, Mayotte, Morocco, Mozambique, Namibia, Niger, Nigeria, Reunion, Rwanda, Sao Tome & Principe, Senegal, Seychelles, Sierra Leone, Somalia, South Africa, St Helena, Sudan, Swaziland, Tanzania, Togo, Tunisia, Uganda, Zambia, Zimbabwe

ASIA

Afghanistan, Bangladesh, Bhutan, Brunei Darussalam, Burma (Myanmar), Cambodia, China, East Timor, Hong Kong, India, Indonesia, Japan, Laos, Macao, Malaysia, Maldives, Mongolia, Nepal, North Korea, Pakistan, Philippines, Singapore, South Korea, Sri Lanka, Taiwan, Thailand, Vietnam

AUSTRALIA

Australia, Christmas Islands, Cocos Islands, Cook Islands, Fiji, French Polynesia, Guam, Heard Island & McDonald Islands, Kiribati, Marshall Islands, Micronesia, Nauru, New Caledonia, New Zealand, Niue Island, Norfolk Island, Palua, Papua New Guinea, Pitcairn, Samoa, Solomon Islands, Tokelau Islands, Tonga, Tuvalu, US Minor Islands, Vanuatu, Walls & Futuna Islands

CENTRAL & SOUTH AMERICAS

Anguilla, Antarctica, Antigua & Barbuda, Argentina, Aruba, Bahamas, Barbados, Belize, Bermuda, Bolivia, Bouvet Island, Brazil, Cayman Islands, Chile, Colombia, Costa Rica, Cuba, Dominica, Dominican Republic, Ecuador, El Salvador, Falkland Islands, French Guiana, French Southern Territories, Grenada, Guadeloupe, Guatemala, Guyana, Haiti, Honduras, Jamaica, Martinique, Montserrat, Netherlands Antilles, Nicaragua, Panama, Paraguay, Peru, South Georgia & Southern Sandwich Islands, St Christopher (St Kitts) & Nevis, St Lucia, St Vincent, Surinam, Trinidad & Tobago, Turks & Caicos Islands, Uruguay, US Virgin Islands, Venezuela, Virgin Islands (British)

EASTERN EUROPE

Albania, Armenia, Azerbaijan, Belarus, Bosnia & Herzegovina, Croatia, Georgia, Kazakhstan, Kosovo, Kyrgyzstan, FYR Macedonia, Moldova, Montenegro, Russia, Serbia, Tajikistan, Turkmenistan, Ukraine, Uzbekistan

EUROPE - OTHER

Andorra, Ceuta, Faroe Islands, Gibraltar, Greenland, Iceland, Liechtenstein, Melilla, Norway, San Marino, Svalbard Archipelago, Switzerland, Turkey, Vatican City

EUROPEAN UNION (EXC UK)

Austria, Belgium, Bulgaria, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Irish Republic, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden

Middle East

Bahrain, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Occupied Palestinian Territory, Oman, Qatar, Saudi Arabia, Syria, United Arab Emirates, Yemen

NORTH AMERICA

Canada, Mexico, St Pierre & Miquelon, USA

