

of the things Gen Z are craving are low-calorie alternatives – look at the success of hard seltzers – and authenticity behind a brand.

Roust, owner of Żubrówka and five other Millionaire vodka brands, showed success in 2019 with not a single label losing volume. “We’re increasingly seeing that consumers are looking for drinks with authenticity,” says Ed Titheridge, UK head of commercial at Roust. “Our Żubrówka brand offers retailers an

“Consumers are increasingly looking for drinks with authenticity”

authentic flavoured vodka.”

Beluga Group’s Arkhangelskaya more than doubled in size in 12 months, taking it to 1.6m cases last year. Global Spirits’ Morosha added nearly 3m cases in 2019, highlighting a return to form for vodka in certain markets.

With 20 of the 32 Millionaire vodka brands showing volume increase in 2019, the category is beginning to look in much better shape than it was a few years ago. ■

Top 30 Vodkas

VOLUME: MILLIONS OF 9-LITRE CASES

BRAND	OWNER	2015	2016	2017	2018	2019	% +/-
Smirnoff	Diageo	25.7	25.5	26.0	26.0	25.6	-1%
Absolut	Pernod Ricard	11.0	11.0	11.3	11.3	11.2	-1%
Khortytza	Global Spirits	7.3	7.5	8.1	8.9	9.8	10%
Zubrówka	Roust	6.2	7.1	7.9	8.6	9.7	13%
Hlibny Dar	Bayadera Group	6.3	6.9	7.1	7.5	8.0	7%
Morosha	Global Spirits	3.4	3.5	3.8	3.6	6.2	72%
Five Lakes (Pyat Ozer)	Alcohol Siberian Group	4.2	4.2	4.3	4.3	4.3	-1%
Soplica	Roust	2.5	3.1	3.5	3.9	4.2	8%
Russian Standard	Roust	3.2	3.3	3.4	3.5	3.6	3%
Grey Goose	Bacardi	4.0	4.0	3.5	3.6	3.6	-1%
Skyy	Gruppo Campari	4.0	4.0	3.8	3.7	3.6	-3%
Belenkaya	Beluga Group	3.5	3.7	3.4	3.0	3.5	14%
Ketel One	Diageo/Nolet Spirits	2.4	2.4	2.4	2.7	2.8	3%
Zoladkova Gorzka De Luxe	Stock Spirits Group	3.5	2.6	2.6	2.5	2.7	8%
Talka	Roust	1.8	1.6	1.8	2.3	2.5	9%
Green Mark	Roust	2.5	2.2	2.2	2.5	2.5	0%
Pinnacle	Beam Suntory	2.5	2.6	2.5	2.5	2.5	-2%
Finlandia	Brown-Forman	3.1	3.0	3.0	3.0	2.5	-16%
Derevenka	Saranskiy Distillers	0.4	0.8	1.5	1.8	2.3	31%
Zytniówka	Roust	1.6	1.8	1.9	2.1	2.1	0%
Wyborowa	Pernod Ricard	1.6	1.7	1.6	1.7	1.8	5%
Tsar	Beluga Group	1.8	2.4	2.2	1.9	1.8	-6%
Cîroc	Diageo	2.6	2.4	2.0	2.1	1.8	-12%
Stock Prestige	Stock Spirits Group	0.9	0.9	1.4	1.4	1.7	25%
Kozatska Rada	Bayadera Group	1.1	1.2	1.2	1.5	1.7	13%
Gorbatschow	Henkell & Söhnlein	1.3	1.4	1.4	1.6	1.7	9%
Arkhangelskaya	Beluga Group	0.02	0.1	0.3	0.8	1.6	109%
Eristoff	Bacardi	1.8	1.7	1.6	1.6	1.6	1%
Tsarskaya/Imperial	Ladoga Group	0.7	1.0	1.2	1.3	1.5	12%
Poliakov	La Martiniquaise	1.4	1.5	1.5	1.5	1.5	4%
Pervak	Global Spirits	1.1	1.2	1.0	1.2	1.4	17%
Svayak	JSC Minsk Grape Wines Factory	1.0	1.1	1.2	1.3	1.3	-3%

Fastest Growing Vodkas

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Arkhangelskaya	Beluga Group	0.02	0.1	0.3	0.8	1.6	109%
Morosha	Global Spirits	3.4	3.5	3.8	3.6	6.2	72%
Topaz	Roust	-	-	-	0.85	1.2	41%
Kedrovitsa	Alcohol Siberian Group	-	0.1	0.5	0.7	1.0	35%
Derevenka	Saranskiy Distillers	0.4	0.8	1.5	1.8	2.3	31%
Urozhay	Roust	-	0.21	0.75	0.93	1.2	29%
Stock Prestige	Stock Spirits Group	0.9	0.9	1.4	1.4	1.7	25%
Pervak	Global Spirits	1.1	1.2	1.0	1.2	1.4	17%
Husky	Alcohol Siberian Group	0.7	0.7	0.8	0.9	1.1	16%
Belenkaya	Beluga Group	3.5	3.7	3.4	3.0	3.5	14%
Zubrówka	Roust	6.2	7.1	7.9	8.6	9.7	13%
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