

## **Spirits in France**

Market Direction | 2022-07-07 | 34 pages | Euromonitor

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### **Report description:**

Spirits displayed robust total volume sales growth in 2021. However, this growth was not enough to compensate for the decline in sales observed in the previous year. During 2021, on-trade establishments were mandated to close again for a duration of five months. However, as the vaccination programme was rolled out and people got vaccinated, more and more consumers returned to bars, cafes and nightclubs, benefitting sales of spirits through the on-trade. Towards the end of the year, however, pand...

Euromonitor International's Spirits in France report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Spirits market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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July 2022

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Delayed recovery for spirits as on-trade establishments are mandated to close again

A blossoming of new colours and flavours in spirits

Pernod-Ricard and La Martiniquaise maintain lead thanks to their broad portfolio of popular brands

##### PROSPECTS AND OPPORTUNITIES

Off-trade and on-trade sales face mixed fortunes

Japanese whisky keeps growing in popularity

Non-alcoholic spirits looking to fill a gap in the market

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