

Spirits in Spain

Market Direction | 2022-07-07 | 36 pages | Euromonitor

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Report description:

There was a rebound in both total current value and volume sales of spirits in 2021, thanks mainly to significant year-on-year growth in on-trade sales in Spain, as consumers returned to bars and restaurants in 2021, especially during the summer months. However, total volume and value sales still remained notably lower than the pre-pandemic levels seen in 2019, after the strong negative impact to on-trade sales in 2020. In 2021, off-trade volume sales remained higher than those seen in the on-tr...

Euromonitor International's Spirits in Spain 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Table of Contents:

Spirits in Spain
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List Of Contents And Tables

SPIRITS IN SPAIN

KEY DATA FINDINGS

2021 DEVELOPMENTS

Rebound in 2021, in particular for on-trade sales

Pernod Ricard and others launch "light" products

A wide variety of factors make 2021 an extremely challenging year

PROSPECTS AND OPPORTUNITIES

Recovery to pre-pandemic levels will be seen towards the end of the forecast period

Premium products and drinks with a "healthier" perception set to be popular

Sustainability and traceability will also be important

CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

Summary 1 Benchmark Brands 2021

CATEGORY DATA

Table 1 Sales of Spirits by Category: Total Volume 2016-2021

Table 2 Sales of Spirits by Category: Total Value 2016-2021

Table 3 Sales of Spirits by Category: % Total Volume Growth 2016-2021

Table 4 Sales of Spirits by Category: % Total Value Growth 2016-2021

Table 5 Sales of Spirits by Off-trade vs On-trade: Volume 2016-2021

Table 6 Sales of Spirits by Off-trade vs On-trade: Value 2016-2021

Table 7 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 8 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2016-2021

Table 9 Sales of Dark Rum by Price Platform: % Total Volume 2016-2021

Table 10 □Sales of White Rum by Price Platform: % Total Volume 2016-2021

Table 11 □Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2016-2021

Table 12 □Sales of English Gin by Price Platform: % Total Volume 2016-2021

Table 13 □Sales of Vodka by Price Platform: % Total Volume 2016-2021

Table 14 □Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2016-2021

Table 15 □GBO Company Shares of Spirits: % Total Volume 2017-2021

Table 16 □NBO Company Shares of Spirits: % Total Volume 2017-2021

Table 17 □LBN Brand Shares of Spirits: % Total Volume 2018-2021

Table 18 □Forecast Sales of Spirits by Category: Total Volume 2021-2026

Table 19 □Forecast Sales of Spirits by Category: Total Value 2021-2026

Table 20 □Forecast Sales of Spirits by Category: % Total Volume Growth 2021-2026

Table 21 □Forecast Sales of Spirits by Category: % Total Value Growth 2021-2026

CHART 1 Alcoholic Drinks Off-Trade Volume Sales Growth Scenarios: 2019-2026

CHART 2 Alcoholic Drinks On-Trade Volume Sales Growth Scenarios: 2019-2026

CHART 3 Alcoholic Drinks Impact of Soft Drivers on Off-Trade Volume Sales: 2019-2026

CHART 4 Alcoholic Drinks Impact of Soft Drivers on On-Trade Volume Sales: 2019-2026

ALCOHOLIC DRINKS IN SPAIN

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EXECUTIVE SUMMARY

Alcoholic drinks in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Summary 2 Number of On-trade Establishments by Type 2015-2021

TAXATION AND DUTY LEVIES

Summary 3 Taxation and Duty Levies on Alcoholic Drinks 2021

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 22 Retail Consumer Expenditure on Alcoholic Drinks 2016-2021

MARKET DATA

Table 23 Sales of Alcoholic Drinks by Category: Total Volume 2016-2021

Table 24 Sales of Alcoholic Drinks by Category: Total Value 2016-2021

Table 25 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2016-2021

Table 26 Sales of Alcoholic Drinks by Category: % Total Value Growth 2016-2021

Table 27 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2021

Table 28 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2021

Table 29 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2021

Table 30 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2021

Table 31 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2017-2021

Table 32 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2016-2021

Table 33 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2021

Table 34 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2021-2026

Table 35 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2021-2026

Table 36 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2021-2026

Table 37 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2021-2026

DISCLAIMER

SOURCES

Summary 4 Research Sources

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