

## **Wine in Spain**

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

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### **Report description:**

Total volume and current value sales of wine saw a rebound in Spain in 2021, moving back towards the pre-pandemic level, with growth seen across all categories. This was largely due to the strong growth of sales in on-trade channels, as bars and restaurants reopened, and customers were able to return to these locations. Sales of wine in Spain are in part connected to the tourism industry, which saw some recovery in 2021 when compared with 2020. Even though international tourism remained down on...

Euromonitor International's Wine 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: Fortified Wine and Vermouth, Non-Grape Wine, Sparkling Wine, Still Light Grape Wine.

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

Why buy this report?

- \* Get a detailed picture of the Wine 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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#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Solid total volume rebound across all categories in 2021

Boom for vermouth due to 2021 consumption trends

Certification and provenance of drinks remain important to Spanish consumers

#### PROSPECTS AND OPPORTUNITIES

Consumers will continue to favour traditional products

Premiumisation will continue, despite some challenges

Sustainability initiatives will remain vital

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