

Spirits in France

Market Direction | 2023-06-22 | 34 pages | Euromonitor

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Report description:

While 2021 was an atypical year in sales of spirits, leading to small positive growth, volume sales fell into a small negative decline in 2022 - as per the structure of the category pre-pandemic. However, this hides another atypical trend - namely the cannibalisation of off-trade sales by on-trade sales which benefitted from the total reopening of cafes/bars and nightclubs post-pandemic.

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 (2018-2022), 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 2027 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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SPIRITS IN FRANCE

KEY DATA FINDINGS

2022 DEVELOPMENTS

2022 is year of decline, in accordance with the structural patterns of the category

Premium English gins, flavoured rums, liqueurs and, to a lesser extent vodka, remain the kings of the fiesta

Ricard SA maintains its overall lead, while Bacardi-Martini and Brown-Forman France take advantage of gaps in the market

PROSPECTS AND OPPORTUNITIES

Ongoing structural drop expected, even in on-trade in the medium term

Non/low alcohol spirits does not see as strong success as other categories

More mixology, premiumisation and new flavours/ingredients expected

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

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