

**Spain Alcoholic Beverages Market Assessment, By Type [Beer, Wine, Spirits, Ciders and Flavoured Alcoholic Beverages (FABs), Others], By Alcohol Content [High, Medium, Low], By Packaging [Aluminium Cans/Tins, Pouch Packaging, Glass Bottles, Plastic Bottles, Others], By Category [Mass, Premium], By Distribution Channel [Convenience Stores, On Premises, Liquor Stores, Grocery Shops, Internet Retailing, Supermarkets, Others], By Region, Opportunities, and Forecast, 2016-2030F**

Market Report | 2024-04-19 | 80 pages | Market Xcel - Markets and Data

**AVAILABLE LICENSES:**

- Single User License \$3300.00
- Multi-User/Corporate Licence \$4500.00
- Custom Research License \$7000.00

**Report description:**

Spain Alcoholic Beverages Market is anticipated to grow at a CAGR of 3.67% between 2023 and 2030. The market was valued at USD 35.34 billion in 2022 and is expected to reach USD 47.15 billion by 2030. The alcoholic beverages market in Spain is diverse and vibrant, reflecting the country's rich cultural heritage and traditions. Spain is renowned for its wine production, with a wide range of wine regions and grape varieties. The country is one of the largest wine producers in the world, and Spanish wines are exported globally. Red wines, such as those from Rioja and Ribera del Duero, are particularly popular, but Spain also produces high-quality white and sparkling wines.

Beer consumption has risen in Spain, with a growing craft beer scene. Traditional Spanish beer brands, as well as artisanal and microbrewery beers, are widely available. The country also has a strong cider tradition, especially in the northern regions. Spain is famous for its fortified wines, such as Sherry (Jerez), which is produced in the Andalusia region. Sherry comes in different styles and is enjoyed as an aperitif or dessert wine. Vermouth has experienced a resurgence in popularity in recent years, with a wide variety of domestic and imported brands available. It is commonly consumed as an aperitif or used in cocktails.

In addition to wine, beer, and fortified wines, Spain has a thriving spirits market. Traditional Spanish spirits like brandy, anisette, and herbal liqueurs like Patxaran and Hierbas are widely consumed. Spain also has a strong tradition of producing high-quality

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

gin, with Spanish gin brands gaining domestic and international recognition. In May 2022, ID Creators formed a distribution partnership with Gin 1689, an acclaimed gin brand based in Amsterdam, to introduce their product to the Spanish market.

#### Wine Culture and Heritage

Wine culture and heritage in Spain are deeply ingrained in the country's history, traditions, and way of life. Spain has a long-standing tradition of winemaking that dates back thousands of years. The production of wine is deeply rooted in the country's cultural fabric, and it holds a significant place in social, culinary, and religious contexts. Spain is home to numerous wine regions, each with its own unique grape varieties, terroir, and winemaking techniques. These regions, such as Rioja, Ribera del Duero, Priorat, and Penedes, have developed distinct wine styles and gained international recognition for their quality and character. Spaniards have a tradition of "sobremesa," which is the relaxed and extended time spent conversing and enjoying wine and food after a meal. This reflects the importance of wine as a catalyst for social interaction and connection. The cultural significance of wine is further evident in various festivals and events that celebrate the grape harvest, winemaking, and wine traditions. Examples include La Batalla del Vino in Haro, where participants engage in a wine fight, and La Vendimia festival in Jerez de la Frontera, which celebrates the Sherry harvest. In September 2022, CVNE, the renowned producer of Rioja wines, entered the prestigious La Place de Bordeaux by introducing Real de Asua 2019. This remarkable wine even garnered praise from esteemed wine critics worldwide.

#### Tourism and Gastronomy

Tourism and gastronomy are intertwined in Spain, creating a vibrant and unique visitor experience. Spain is renowned for its diverse culinary traditions, regional specialties, and vibrant food culture, making it a popular destination for food and wine enthusiasts. Tourism in Spain is heavily influenced by gastronomy, with many travellers seeking out local culinary experiences as an essential part of their trip. From the bustling tapas bars of Barcelona to the traditional taverns of Madrid, and the seafood markets of Galicia, Spain offers a wide range of gastronomic delights. Spanish wine also plays a crucial role in the gastronomic tourism experience. With its numerous wine regions and internationally acclaimed wines, Spain offers wine enthusiasts the chance to visit vineyards, participate in wine tastings, and learn about the winemaking process.

Tourism and gastronomy in Spain create a symbiotic relationship, where visitors have the opportunity to immerse themselves in the country's culinary heritage, taste authentic dishes, discover local ingredients, and appreciate the cultural significance of food and wine in Spanish society. In April 2023, Spain welcomed 7.2 million international tourists, representing an 18.5% increase compared to the same month in 2022.

#### Government Regulations

It is illegal for individuals under the age of 18 to purchase or consume alcoholic beverages in Spain. Additionally, the sale of alcohol to minors is strictly prohibited. Producers, distributors, and sellers of alcoholic beverages are required to obtain the necessary licenses and permits from the relevant authorities. These licenses ensure compliance with regulations and cover aspects such as production, labelling, packaging, and storage. Alcoholic beverage containers must display certain information on their labels, including the product's alcohol content, ingredients, allergens, country of origin, and any health-related warnings. Labels must be accurate, clear, and in compliance with the specific regulations outlined by the government. The Spanish government imposes taxes on the production, import, and sale of alcoholic beverages. Tax rates vary based on the type of beverage, alcohol content, and volume. Spain has strict laws regarding driving under the influence of alcohol. The legal Blood Alcohol Content (BAC) limit for drivers is 0.5 grams per liter of blood (0.25 mg per liter of exhaled air), while the same is 0.3 grams for commercial and novice drivers. Violators can face fines, license suspension, and other penalties.

#### Export Opportunities

Spanish producers can access new markets and customers by expanding their reach beyond domestic borders, contributing to increased sales and revenue. Exporting allows Spanish alcoholic beverage producers to showcase their products globally, promoting the country's reputation for high-quality wines, beers, and spirits. This international recognition enhances the brand image and prestige of Spanish alcoholic beverages, attracting more domestic and international customers. Furthermore, export opportunities give Spanish producers a competitive advantage in the global market. Through export, Spanish producers diversify their customer base, reducing dependency on the domestic market and mitigating risks associated with fluctuations in local demand. This market expansion drives innovation, encourages product diversification, and stimulates investment in production and distribution capabilities. Overall, export opportunities play a crucial role in driving the Spain alcoholic beverages market by

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

expanding market reach, bolstering reputation, fostering competitiveness, and driving growth for producers in the global arena. Spain was ranked as the 9th largest global exporter of Alcohol > 80% ABV in 2021, with exports amounting to USD 301 million.

#### Changing Consumer Preferences

Consumers today seek more than just traditional options; they crave unique experiences and products that align with their evolving tastes and values. This has led to a surge in demand for premium and craft beverages, such as artisanal beers, small-batch spirits, and boutique wines. Spanish producers have responded to this trend by offering various high-quality and innovative options that cater to discerning consumers. In March 2021, Coca-Cola decided to transform itself and enter the Spanish market by introducing its inaugural alcoholic beverage, Topo Chico Hard Seltzer. The aim of this beverage, which combines natural flavours, a sparkling water foundation, and 4.7% alcohol content, is to captivate consumers and establish a leading position in the rapidly expanding global hard seltzer market, recognized for its immense growth potential. Additionally, health and wellness concerns have prompted consumers to seek lower-alcohol or alcohol-free alternatives, leading to the development of non-alcoholic beers, wines, and spirits in Spain.

#### Impact of COVID-19

With the implementation of lockdowns and restrictions on public gatherings, bars, restaurants, and other on-premise establishments were temporarily closed or operated with limited capacity. This led to a sharp decline in the consumption of alcoholic beverages in these settings, affecting sales and revenue for producers and distributors and hence, there was a notable shift towards off-premise consumption.

Also, Spain is a popular tourist destination, and the restrictions on travel and reduced tourism flow during the pandemic significantly impacted the alcoholic beverages market. Export-oriented alcoholic beverage producers faced difficulties due to global trade disruptions and restrictions. Consumer preferences and priorities underwent alterations due to the pandemic. Some consumers became more health-conscious and focused on wellness, leading to a decreased consumption of alcoholic beverages overall.

#### Key Players Landscape and Outlook

The outlook for key players in the Spain alcoholic beverages market is promising, given the country's rich heritage, diverse offerings, and growing demand. The market landscape is characterized by established players such as S.A. Damm, Diego Zamora S.A., and Grupo Osborne S.A., which continue to maintain their strong presence and market share. Additionally, smaller craft beer breweries, boutique wineries, and distilleries are emerging, contributing to the expanding and dynamic nature of the market. Focusing on quality, innovation, and meeting changing consumer preferences has become crucial for key players to remain competitive. Furthermore, the emphasis on sustainability, organic production, and responsible consumption presents opportunities for players to differentiate themselves in the market. As Spain's reputation for high-quality alcoholic beverages continues to grow globally, key players are well-positioned to leverage their expertise, heritage, and brand recognition to capture both domestic and international markets.

#### Table of Contents:

1. Research Methodology
2. Project Scope & Definitions
3. Impact of COVID-19 on Spain Alcoholic Beverages Market
4. Executive Summary
5. Voice of Customer
  - 5.1. Demographics (Age/Cohort Analysis - Baby Boomers and Gen X, Millennials, Gen Z; Gender; Income - Low, Mid and High; Geography; Nationality; etc.)
  - 5.2. Market Awareness and Product Information
  - 5.3. Brand Awareness and Loyalty
  - 5.4. Factors Considered in Purchase Decision
    - 5.4.1. Brand Name
    - 5.4.2. Pack Size
    - 5.4.3. Price

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 5.4.4. □ Customisation Options
- 5.4.5. □ Packaging Type
- 5.4.6. □ Inclination Towards Organic Products
- 5.4.7. □ Promotional Offers & Discounts
- 5.5. □ Purpose of Purchase (Personal Use, Gifting)
- 5.6. □ Frequency of Purchase
- 5.7. □ Medium of Purchase
- 5.8. □ Role of Brand Ambassador or Influencer Marketing on Product/Brand Absorption
- 6. □ Spain Alcoholic Beverages Market Outlook, 2016-2030F
- 6.1. □ Market Size & Forecast
- 6.1.1. □ By Value
- 6.1.2. □ By Volume
- 6.2. □ By Type
- 6.2.1. □ Beer
- 6.2.2. □ Wine
- 6.2.3. □ Spirits
- 6.2.4. □ Ciders and Flavoured Alcoholic Beverages (FABs)
- 6.2.5. □ Others
- 6.3. □ By Alcohol Content
- 6.3.1. □ High
- 6.3.2. □ Medium
- 6.3.3. □ Low
- 6.4. □ By Packaging
- 6.4.1. □ Aluminium Cans/Tins
- 6.4.2. □ Pouch Packaging
- 6.4.3. □ Glass Bottles
- 6.4.4. □ Plastic Bottles
- 6.4.5. □ Others
- 6.5. □ By Category
- 6.5.1. □ Mass
- 6.5.2. □ Premium
- 6.6. □ By Distribution Channel
- 6.6.1. □ Convenience Stores
- 6.6.2. □ On Premises
- 6.6.3. □ Liquor Stores
- 6.6.4. □ Grocery Shops
- 6.6.5. □ Internet Retailing
- 6.6.6. □ Supermarkets
- 6.6.7. □ Others
- 6.7. □ By Region
- 6.7.1. □ North
- 6.7.2. □ East
- 6.7.3. □ West
- 6.7.4. □ South
- 6.7.5. □ Central
- 6.8. □ By Company Market Share (%), 2022
- 7. □ Market Mapping, 2022

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 7.1.□By Type
- 7.2.□By Alcohol Content
- 7.3.□By Packaging
- 7.4.□By Category
- 7.5.□By Distribution Channel
- 7.6.□By Region
- 8.□Macro Environment and Industry Structure
  - 8.1.□Supply Demand Analysis
  - 8.2.□Import Export Analysis
  - 8.3.□Value Chain Analysis
  - 8.4.□PESTEL Analysis
    - 8.4.1.□Political Factors
    - 8.4.2.□Economic System
    - 8.4.3.□Social Implications
    - 8.4.4.□Technological Advancements
    - 8.4.5.□Environmental Impacts
    - 8.4.6.□Legal Compliances and Regulatory Policies (Statutory Bodies Included)
  - 8.5.□Porter's Five Forces Analysis
    - 8.5.1.□Supplier Power
    - 8.5.2.□Buyer Power
    - 8.5.3.□Substitution Threat
    - 8.5.4.□Threat from New Entrant
    - 8.5.5.□Competitive Rivalry
- 9.□Market Dynamics
  - 9.1.□Growth Drivers
  - 9.2.□Growth Inhibitors (Challenges and Restraints)
- 10.□Key Players Landscape
  - 10.1.□Competition Matrix of Top Five Market Leaders
  - 10.2.□Market Revenue Analysis of Top Five Market Leaders (in %, 2022)
  - 10.3.□Mergers and Acquisitions/Joint Ventures (If Applicable)
  - 10.4.□SWOT Analysis (For Five Market Players)
  - 10.5.□Patent Analysis (If Applicable)
- 11.□Pricing Analysis
- 12.□Case Studies
- 13.□Key Players Outlook
  - 13.1.□Diego Zamora S.A.
    - 13.1.1.□Company Details
    - 13.1.2.□Key Management Personnel
    - 13.1.3.□Products & Services
    - 13.1.4.□Financials (As reported)
    - 13.1.5.□Key Market Focus & Geographical Presence
    - 13.1.6.□Recent Developments
  - 13.2.□Brown-Forman Corporation
  - 13.3.□Proximo Spirits, Inc.
  - 13.4.□Bodegas Sanchez Romate Hnos. S.A.
  - 13.5.□Emilio Lustau S.A.
  - 13.6.□Pernod Ricard Espana S.A.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

13.7. □ Grupo Osborne S.A.

13.8. □ Bacardi Espana S.A.

13.9. □ Heineken Espana SA

13.10. □ S.A. Damm

\*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work

14. □ Strategic Recommendations

15. □ About Us & Disclaimer

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

**Spain Alcoholic Beverages Market Assessment, By Type [Beer, Wine, Spirits, Ciders and Flavoured Alcoholic Beverages (FABs), Others], By Alcohol Content [High, Medium, Low], By Packaging [Aluminium Cans/Tins, Pouch Packaging, Glass Bottles, Plastic Bottles, Others], By Category [Mass, Premium], By Distribution Channel [Convenience Stores, On Premises, Liquor Stores, Grocery Shops, Internet Retailing, Supermarkets, Others], By Region, Opportunities, and Forecast, 2016-2030F**

Market Report | 2024-04-19 | 80 pages | Market Xcel - Markets and Data

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single User License	\$3300.00
	Muti-User/Corporate Licence	\$4500.00
	Custom Research License	\$7000.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-07"/>
		Signature	<input type="text"/>