

## **Spirits in France**

Market Direction | 2024-06-13 | 34 pages | Euromonitor

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### **Report description:**

Sales of spirits declined in total volume terms in 2023. This stemmed from the combination of a number of negative factors including the end of the positive post-pandemic offsetting effect that boosted on-trade sales in 2021 and 2022. There were also supply difficulties due to numerous and intense droughts at a global level, which led to shortages with some brands disappearing from retailers' shelves, notably in rum and whiskies. Unstable weather conditions during summer 2023 also impacted socia...

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 (2019-2023), 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 2028 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  
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##### 2023 DEVELOPMENTS

English gin one positive in a difficult year for sales of spirits

Rum, whiskies and other liqueurs see mixed results in 2023

Almost all players stagnate or lose ground in % terms other than some exceptions

##### PROSPECTS AND OPPORTUNITIES

Sales set to stagnate as younger consumers show less interest in spirits

Flavoured spirits failing to build momentum but new and exotic spirits or those supporting local experiences could find favour

Non-alcoholic spirits and stronger spirits likely to struggle

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

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