

## **Alcoholic Drinks in Spain**

Market Direction | 2024-06-17 | 80 pages | Euromonitor

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### **Report description:**

Sales of alcoholic drinks in Spain reported flat growth in total volume terms in 2023 with neither the on-trade or off-trade channels seeing a return to pre-pandemic sales levels. However, sales did see a full recovery in total current value terms. After two consecutive years of strong inflation, consumer purchasing power continued to decrease in 2023, whilst the price of alcoholic drinks continued to rise sharply. This trend has led to a noticeable increase in value terms but this turn placed d...

Euromonitor International's Alcoholic Drinks 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 (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: Beer, Cider/Perry, RTDs, Spirits, 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 Alcoholic Drinks 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.

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## **Table of Contents:**

Alcoholic Drinks in Spain  
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List Of Contents And Tables

### **ALCOHOLIC DRINKS IN SPAIN**

#### **EXECUTIVE SUMMARY**

Alcoholic drinks in 2023: The big picture

2023 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

Table 1 Number of On-trade Establishments by Type 2017-2023

#### **TAXATION AND DUTY LEVIES**

Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2023

#### **OPERATING ENVIRONMENT**

Contraband/parallel trade

Duty-free

Cross-border/private imports

#### **KEY NEW PRODUCT LAUNCHES**

Outlook

#### **MARKET INDICATORS**

Table 2 Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

#### **MARKET DATA**

Table 3 Sales of Alcoholic Drinks by Category: Total Volume 2018-2023

Table 4 Sales of Alcoholic Drinks by Category: Total Value 2018-2023

Table 5 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023

Table 6 Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023

Table 7 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023

Table 8 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023

Table 9 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023

Table 10 □Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023

Table 11 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023

Table 12 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023

Table 13 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023

Table 14 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028

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Table 15 ☐Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028

Table 16 ☐Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028

Table 17 ☐Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 Research Sources

BEER IN SPAIN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Economic pressures and health concerns influence demand for beer in 2023

Demand for non/low alcohol beer continues to rise in 2023 as consumers become more health conscious

The rise of the 'tardeo' trend has implications for the on-trade channel

PROSPECTS AND OPPORTUNITIES

Sustainability a growing focus for consumers and breweries

Flavour innovation expected to become more commonplace in beer

Prevailing economic uncertainty could limit growth opportunities for the on-trade in the short term

CATEGORY BACKGROUND

Lager price band methodology

Summary 3 Lager by Price Band 2023

Table 18 Number of Breweries 2018-2023

CATEGORY DATA

Table 19 Sales of Beer by Category: Total Volume 2018-2023

Table 20 Sales of Beer by Category: Total Value 2018-2023

Table 21 Sales of Beer by Category: % Total Volume Growth 2018-2023

Table 22 Sales of Beer by Category: % Total Value Growth 2018-2023

Table 23 Sales of Beer by Off-trade vs On-trade: Volume 2018-2023

Table 24 Sales of Beer by Off-trade vs On-trade: Value 2018-2023

Table 25 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 26 Sales of Beer by Off-trade vs On-trade: % Value Growth 2018-2023

Table 27 ☐Sales of Beer by Craft vs Standard 2018-2023

Table 28 ☐GBO Company Shares of Beer: % Total Volume 2019-2023

Table 29 ☐NBO Company Shares of Beer: % Total Volume 2019-2023

Table 30 ☐LBN Brand Shares of Beer: % Total Volume 2020-2023

Table 31 ☐Forecast Sales of Beer by Category: Total Volume 2023-2028

Table 32 ☐Forecast Sales of Beer by Category: Total Value 2023-2028

Table 33 ☐Forecast Sales of Beer by Category: % Total Volume Growth 2023-2028

Table 34 ☐Forecast Sales of Beer by Category: % Total Value Growth 2023-2028

WINE IN SPAIN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Wine consumption continues to decline in Spain

Consumers shift from still red wine to lighter and fruitier wine options

Vermouth continues to benefit from the 'tardeo' trend and its local heritage

PROSPECTS AND OPPORTUNITIES

Premiumisation trend set to shape the future of wine in Spain

Non-alcoholic wine set for further gains but improving the taste will be key

Wine specialists are expected to win share while cans are seen as a pack type with strong potential

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## CATEGORY DATA

Table 35 Sales of Wine by Category: Total Volume 2018-2023

Table 36 Sales of Wine by Category: Total Value 2018-2023

Table 37 Sales of Wine by Category: % Total Volume Growth 2018-2023

Table 38 Sales of Wine by Category: % Total Value Growth 2018-2023

Table 39 Sales of Wine by Off-trade vs On-trade: Volume 2018-2023

Table 40 Sales of Wine by Off-trade vs On-trade: Value 2018-2023

Table 41 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 42 Sales of Wine by Off-trade vs On-trade: % Value Growth 2018-2023

Table 43 Sales of Still Red Wine by Price Segment: % Off-trade Volume 2018-2023

Table 44 □Sales of Still Rose Wine by Price Segment: % Off-trade Volume 2018-2023

Table 45 □Sales of Still White Wine by Price Segment: % Off-trade Volume 2018-2023

Table 46 □Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2018-2023

Table 47 □GBO Company Shares of Still Light Grape Wine: % Total Volume 2019-2023

Table 48 □NBO Company Shares of Still Light Grape Wine: % Total Volume 2019-2023

Table 49 □LBN Brand Shares of Still Light Grape Wine: % Total Volume 2020-2023

Table 50 □GBO Company Shares of Champagne: % Total Volume 2019-2023

Table 51 □NBO Company Shares of Champagne: % Total Volume 2019-2023

Table 52 □LBN Brand Shares of Champagne: % Total Volume 2020-2023

Table 53 □GBO Company Shares of Other Sparkling Wine: % Total Volume 2019-2023

Table 54 □NBO Company Shares of Other Sparkling Wine: % Total Volume 2019-2023

Table 55 □LBN Brand Shares of Other Sparkling Wine: % Total Volume 2020-2023

Table 56 □GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2019-2023

Table 57 □NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2019-2023

Table 58 □LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2020-2023

Table 59 □GBO Company Shares of Non-grape Wine: % Total Volume 2019-2023

Table 60 □NBO Company Shares of Non-grape Wine: % Total Volume 2019-2023

Table 61 □LBN Brand Shares of Non-grape Wine: % Total Volume 2020-2023

Table 62 □Forecast Sales of Wine by Category: Total Volume 2023-2028

Table 63 □Forecast Sales of Wine by Category: Total Value 2023-2028

Table 64 □Forecast Sales of Wine by Category: % Total Volume Growth 2023-2028

Table 65 □Forecast Sales of Wine by Category: % Total Value Growth 2023-2028

## SPIRITS IN SPAIN

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Mixed performances seen across spirits but overall sales suffer from changes in the drinking behaviour of Spanish consumers

Non-alcoholic spirits remains a key growth driver

Premiumisation and cocktails help add value to spirits as consumers focus more on the experience

#### PROSPECTS AND OPPORTUNITIES

Players will need to develop new marketing strategies to reach Generation Z consumers

Sales of non-alcoholic spirits set to explode over the forecast period

Spirits could face strong competition from RTDs

#### CATEGORY BACKGROUND

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

Summary 4 Benchmark Brands 2023

## CATEGORY DATA

Table 66 Sales of Spirits by Category: Total Volume 2018-2023

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Table 67 Sales of Spirits by Category: Total Value 2018-2023

Table 68 Sales of Spirits by Category: % Total Volume Growth 2018-2023

Table 69 Sales of Spirits by Category: % Total Value Growth 2018-2023

Table 70 Sales of Spirits by Off-trade vs On-trade: Volume 2018-2023

Table 71 Sales of Spirits by Off-trade vs On-trade: Value 2018-2023

Table 72 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 73 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2018-2023

Table 74 Sales of Dark Rum by Price Platform: % Total Volume 2018-2023

Table 75 □Sales of White Rum by Price Platform: % Total Volume 2018-2023

Table 76 □Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2018-2023

Table 77 □Sales of English Gin by Price Platform: % Total Volume 2018-2023

Table 78 □Sales of Vodka by Price Platform: % Total Volume 2018-2023

Table 79 □Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2018-2023

Table 80 □GBO Company Shares of Spirits: % Total Volume 2019-2023

Table 81 □NBO Company Shares of Spirits: % Total Volume 2019-2023

Table 82 □LBN Brand Shares of Spirits: % Total Volume 2020-2023

Table 83 □Forecast Sales of Spirits by Category: Total Volume 2023-2028

Table 84 □Forecast Sales of Spirits by Category: Total Value 2023-2028

Table 85 □Forecast Sales of Spirits by Category: % Total Volume Growth 2023-2028

Table 86 □Forecast Sales of Spirits by Category: % Total Value Growth 2023-2028

#### CIDER/PERRY IN SPAIN

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Cider/perry sales continue to decline in 2023 as locals and tourists favour alternative options

Supply shortages and climate change present challenges for local cider producers

Cider/perry facing stiff competition from beer

##### PROSPECTS AND OPPORTUNITIES

An uncertain future for cider/perry as consumer tastes and preferences evolve

Climate change could pose a challenge to the production of cider/perry

Demographic factors could inform the future of cider/perry in Spain

##### CATEGORY DATA

Table 87 Sales of Cider/Perry: Total Volume 2018-2023

Table 88 Sales of Cider/Perry: Total Value 2018-2023

Table 89 Sales of Cider/Perry: % Total Volume Growth 2018-2023

Table 90 Sales of Cider/Perry: % Total Value Growth 2018-2023

Table 91 Sales of Cider/Perry by Off-trade vs On-trade: Volume 2018-2023

Table 92 Sales of Cider/Perry by Off-trade vs On-trade: Value 2018-2023

Table 93 Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 94 Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2018-2023

Table 95 GBO Company Shares of Cider/Perry: % Total Volume 2019-2023

Table 96 □NBO Company Shares of Cider/Perry: % Total Volume 2019-2023

Table 97 □LBN Brand Shares of Cider/Perry: % Total Volume 2020-2023

Table 98 □Forecast Sales of Cider/Perry: Total Volume 2023-2028

Table 99 □Forecast Sales of Cider/Perry: Total Value 2023-2028

Table 100 □Forecast Sales of Cider/Perry: % Total Volume Growth 2023-2028

Table 101 □Forecast Sales of Cider/Perry: % Total Value Growth 2023-2028

#### RTDS IN SPAIN

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

RTDs continues to see strong growth thanks to the convenience and affordability of these products

Partnerships proving to be a key to success

RTDs finding success by tapping into current trends

### PROSPECTS AND OPPORTUNITIES

Non-alcoholic RTDs full of potential

RTDs should benefit from being positioned as a more modern and exciting alternative to other alcoholic drinks

Acquisitions and new product development expected to increase as interest in RTDs grows

### CATEGORY DATA

Table 102 Sales of RTDs by Category: Total Volume 2018-2023

Table 103 Sales of RTDs by Category: Total Value 2018-2023

Table 104 Sales of RTDs by Category: % Total Volume Growth 2018-2023

Table 105 Sales of RTDs by Category: % Total Value Growth 2018-2023

Table 106 Sales of RTDs by Off-trade vs On-trade: Volume 2018-2023

Table 107 Sales of RTDs by Off-trade vs On-trade: Value 2018-2023

Table 108 Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 109 Sales of RTDs by Off-trade vs On-trade: % Value Growth 2018-2023

Table 110 GBO Company Shares of RTDs: % Total Volume 2019-2023

Table 111 □NBO Company Shares of RTDs: % Total Volume 2019-2023

Table 112 □LBN Brand Shares of RTDs: % Total Volume 2020-2023

Table 113 □Forecast Sales of RTDs by Category: Total Volume 2023-2028

Table 114 □Forecast Sales of RTDs by Category: Total Value 2023-2028

Table 115 □Forecast Sales of RTDs by Category: % Total Volume Growth 2023-2028

Table 116 □Forecast Sales of RTDs by Category: % Total Value Growth 2023-2028

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