

Spirits in Spain

Market Direction | 2024-06-17 | 34 pages | Euromonitor

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Report description:

After strong growth in total volume terms in 2021 and 2022, sales of spirits declined in 2023 due largely to a further decline in off-trade sales. The decline in the consumption of spirits in Spain can be attributed to several factors. First, as reflected in other categories, the growing awareness of the health risks associated with alcohol consumption has impacted consumer preferences. People are increasingly becoming more health conscious and are choosing other options with a lower alcohol con...

Euromonitor International's Spirits 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: 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 SPAIN

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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

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