

Wine in Spain

Market Direction | 2024-06-17 | 35 pages | Euromonitor

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Report description:

Sales of wine continued to grow in current value terms in the on- and off-trade channels. Inflation led to a further increase in unit prices which boosted value sales of wine. However, the picture was less positive in terms of volume sales with the challenging economic environment pushing consumers to reduce their spending on goods that are not considered essential, such as wine. Unlike beer, volume sales of wine declined through both the on-trade and off-trade, with the largest category, still...

Euromonitor International's Wine 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: Fortified Wine and Vermouth, Non Alcoholic Wine, Non-Grape Wine, Sparkling Wine, Still Light Grape 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 Wine 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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WINE IN SPAIN

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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

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