

## **Spirits in Europe**

Industry Report | 2025-12-18 | 40 pages | MarketLine

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### **Report description:**

Spirits in Europe

#### Summary

Spirits in Europe industry profile provides top-line qualitative and quantitative summary information including: market size (value 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

- The spirits market consists of the sale of whiskey, vodka, brandy, liqueurs, rum, gin & genever, and others. The scope of others includes tequila & mezcal, local spirits, and non - alcoholic spirits drinks.
- The European spirits market recorded revenues of \$160,606 million in 2024, representing a negative compound annual growth rate (CAGR) of 0.1% between 2019 and 2024.
- Market consumption volume increased with a CAGR of 2.1% between 2019 and 2024, reaching a total of 4,731.6 million liters in 2024.
- The contraction of the European spirits market during 2019-24, as alcohol consumption in Europe has been declining, with per-capita intake gradually falling as consumers become more health-conscious and younger generations increasingly moderate their drinking, leading to reduced demand for traditional spirits categories.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the spirits market in Europe
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the spirits market in Europe

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- Leading company profiles reveal details of key spirits market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Europe spirits market with five year forecasts

#### Reasons to Buy

- What was the size of the Europe spirits market by value in 2024?
- What will be the size of the Europe spirits market in 2029?
- What factors are affecting the strength of competition in the Europe spirits market?
- How has the market performed over the last five years?
- What are the main segments that make up Europe's spirits market?

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