



# Beer in Spain

June 2024

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## Beer in Spain - Category analysis

### 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

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