



Spirits in Spain

June 2024

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Spirits in Spain - Category analysis

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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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