



Euromonitor
International

Wine in Spain

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Wine consumption continues to decline in Spain

Wineries look for innovation to maintain the interest of consumers

On-trade environment benefits from increase in tourism and Spanish culture of socialising outside the home

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On-trade vs off-trade split
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Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

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Contraband/parallel trade
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