



Euromonitor
International

Beer in Spain

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Strong demand for no/low alcohol beer continues in Spain
- Mahou SA remains the leader in beer
- Growth in tourism supports beer consumption in the on-trade environment

PROSPECTS AND OPPORTUNITIES

- Healthier lifestyles and reduced alcohol consumption to put pressure on beer demand in the country
- Focus on sustainability
- No Lo trend to continue, with companies investing in innovative products to attract consumers

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- Competitive landscape
- Retail developments
- On-trade vs off-trade split
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MARKET BACKGROUND

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

TAXATION AND DUTY LEVIES

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DISCLAIMER

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