

Cider/Perry in Spain

June 2025

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Cider/Perry in Spain - Category analysis

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2024 DEVELOPMENTS

Volume sales stagnate in 2024

Cider/perry leader continues to innovate to appeal to consumers

On-trade consumption prevails over off-trade

PROSPECTS AND OPPORTUNITIES

Cider/perry set to see volume sales stagnate over the forecast period

Climate change and changing consumer preferences set to have negative effect on production of cider/perry Looking for innovative products to attract younger demographics

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Alcoholic Drinks in Spain - Industry Overview

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Retail developments

On-trade vs off-trade split

What next for alcoholic drinks?

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Legal purchasing age and legal drinking age

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Advertising

Smoking ban

Opening hours

On-trade establishments

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