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Spirits in the United Kingdom

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Tequila and non alcoholic spirits as 2024's rising stars
- Promotions and marketing boost growth amid cost-of-living pressures
- On-trade sales hold strong in spirits

PROSPECTS AND OPPORTUNITIES

- Non alcoholic spirits to see forecast growth backed by celebrity endorsement
- Flavour innovation shifting from gin to vodka
- Lower strength innovation on the horizon

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- Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology
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- 2024 key trends
- Competitive landscape
- Retail developments
- On-trade vs off-trade split
- What next for alcoholic drinks?

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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Contraband/parallel trade
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