



Euromonitor
International

Spirits in France

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Spirits sees total volume sales fall in 2024

La Martiniquaise leads, while small, local and specialist players attract greater attention

Hypermarkets holds highest share among distribution channels for spirits in France

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Spirits faces uncertain forecast period

Birth of Diageo France in 2025

Scepticism surrounds future of non alcoholic variants within spirits

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Opening hours
On-trade establishments

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