



Euromonitor  
International

# Spirits in Spain

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### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Sales of spirits stabilise in 2024

Market leaders in Spain are looking into innovative product lines to appeal to consumers

On-trade leads spirits sales in Spain

#### PROSPECTS AND OPPORTUNITIES

Consumption of spirits to stabilise over the forecast period, with Gen Z set to influence market development

Sales of non alcoholic spirits set to see continued growth over the forecast period

Growing role for technology and sustainability

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