

# Fine Wines/Champagne and Spirits in Spain

October 2024

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#### Fine Wines/Champagne and Spirits in Spain - Category analysis

### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Weaker performance as some consumers trade down Indulgence, experiences, and health are shaping sales The leaders lose share to smaller craft players

#### PROSPECTS AND OPPORTUNITIES

Continued growth, but healthy Spaniards may hamper growth Craft products, limited editions, and organic wines expected to be popular Tourists important for sales, but arrivals at risk due to local campaigns

#### CATEGORY DATA

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## MARKET DATA

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DISCLAIMER

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