

Rtds in Spain

June 2025

Table of Contents

Rtds in Spain - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

RTDs remains the most dynamic category in alcoholic drinks in Spain Bacardi partners with Coca-Cola to reinvent the classic Cuba Libre Off-trade environment holds the largest share of RTDs

PROSPECTS AND OPPORTUNITIES

Non alcoholic drinks offer potential Focus on sustainability concerns Reaching out to a younger audience

CATEGORY DATA

Table 1 - Sales of RTDs by Category: Total Volume 2019-2024
Table 2 - Sales of RTDs by Category: Total Value 2019-2024
Table 3 - Sales of RTDs by Category: % Total Volume Growth 2019-2024
Table 4 - Sales of RTDs by Category: % Total Value Growth 2019-2024
Table 5 - Sales of RTDs by Off-trade vs On-trade: Volume 2019-2024
Table 6 - Sales of RTDs by Off-trade vs On-trade: Value 2019-2024
Table 7 - Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2019-2024
Table 8 - Sales of RTDs by Off-trade vs On-trade: % Value Growth 2019-2024
Table 9 - GBO Company Shares of RTDs: % Total Volume 2020-2024
Table 10 - NBO Company Shares of RTDs: % Total Volume 2020-2024
Table 11 - LBN Brand Shares of RTDs: % Total Volume 2021-2024
Table 12 - Forecast Sales of RTDs by Category: Total Volume 2024-2029
Table 13 - Forecast Sales of RTDs by Category: % Total Volume Growth 2024-2029
Table 14 - Forecast Sales of RTDs by Category: % Total Volume Growth 2024-2029
Table 15 - Forecast Sales of RTDs by Category: % Total Volume Growth 2024-2029

Alcoholic Drinks in Spain - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2024: The big picture 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

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 16 - Retail Consumer Expenditure on Alcoholic Drinks 2019-2024

MARKET DATA

Table 17 - Sales of Alcoholic Drinks by Category: Total Volume 2019-2024
Table 18 - Sales of Alcoholic Drinks by Category: Total Value 2019-2024
Table 19 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2019-2024
Table 20 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2019-2024
Table 21 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2024
Table 22 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2024
Table 23 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2024
Table 24 - GBO Company Shares of Alcoholic Drinks by Format: % Total Volume 2020-2024
Table 25 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2024
Table 26 - Distribution of Alcoholic Drinks by Category: Total Volume 2024-2029
Table 27 - Forecast Sales of Alcoholic Drinks by Category: Notal Volume 2024-2029
Table 28 - Forecast Sales of Alcoholic Drinks by Category: Notal Volume 2024-2029
Table 29 - Forecast Sales of Alcoholic Drinks by Category: Notal Volume Growth 2024-2029
Table 29 - Forecast Sales of Alcoholic Drinks by Category: Notal Volume Growth 2024-2029
Table 30 - Forecast Sales of Alcoholic Drinks by Category: Notal Volume Growth 2024-2029

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SOURCES

Summary 1 - Research Sources

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