



Euromonitor
International

Alcoholic Drinks in Western Europe

December 2024

Table of Contents

INTRODUCTION

Scope

Key findings

REGIONAL OVERVIEW

Weak performances for Western Europe in the review and forecast periods

Sales expected to be stagnating in Western Europe in the coming years

The UK alone accounts for a third of global cider/perry sales

New products to try and pep up the mature UK cider/perry market

RTDs the most dynamic of the main alcoholic drinks categories

On-trade recovery stalls in 2023 after strong growth post-pandemic

RTDs the only category with a positive CAGR over 2018-2023

Dynamic growth for non-alcoholic spirits in Germany

Alcohol consumption being negatively impacted by rising health consciousness in the UK

Modern grocery retailers dominate distribution of alcoholic drinks in most countries

Systembolaget means that specialist retailers dominate sales in Sweden

LEADING COMPANIES AND BRANDS

Turkey has the most concentrated competitive landscape in Western Europe

The Madri Excepcional success story continues in UK premium lager

Diageo cements its leading position in Germany

Heineken and Tuborg continue to lead the brand rankings

FORECAST PROJECTIONS

Stagnation expected for alcoholic drinks in Western Europe over the forecast period

Stronger on-trade growth expected, as this channel continues to make up lost ground

COUNTRY SNAPSHOTS

Austria: Market Context

Austria: Competitive and Retail Landscape

Belgium: Market Context

Belgium: Competitive and Retail Landscape

Denmark: Market Context

Denmark: Competitive and Retail Landscape

Finland: Market Context

Finland: Competitive and Retail Landscape

France: Market Context

France: Competitive and Retail Landscape

Germany: Market Context

Germany: Competitive and Retail Landscape

Greece: Market Context

Greece: Competitive and Retail Landscape

Ireland: Market Context

Ireland: Competitive and Retail Landscape

Italy: Market Context

Italy: Competitive and Retail Landscape

Netherlands: Market Context

Netherlands: Competitive and Retail Landscape

Norway: Market Context

Norway: Competitive and Retail Landscape

Portugal: Market Context

Portugal: Competitive and Retail Landscape

Spain: Market Context

Spain: Competitive and Retail Landscape
Sweden: Market Context
Sweden: Competitive and Retail Landscape
Switzerland: Market Context
Switzerland: Competitive and Retail Landscape
Turkey: Market Context
Turkey: Competitive and Retail Landscape
UK: Market Context
UK: Competitive and Retail Landscape

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/alcoholic-drinks-in-western-europe/report.