



# Wine in Spain

June 2024

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## Wine in Spain - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Wine consumption continues to decline in Spain  
Consumers shift from still red wine to lighter and fruitier wine options  
Vermouth continues to benefit from the 'tardeo' trend and its local heritage

#### PROSPECTS AND OPPORTUNITIES

Premiumisation trend set to shape the future of wine in Spain  
Non-alcoholic wine set for further gains but improving the taste will be key  
Wine specialists are expected to win share while cans are seen as a pack type with strong potential

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## Alcoholic Drinks in Spain - Industry Overview

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On-trade vs off-trade split  
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