



# Spirits in France

June 2024

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## Spirits in France - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

English gin one positive in a difficult year for sales of spirits  
Rum, whiskies and other liqueurs see mixed results in 2023  
Almost all players stagnate or lose ground in % terms other than some exceptions

#### PROSPECTS AND OPPORTUNITIES

Sales set to stagnate as younger consumers show less interest in spirits  
Flavoured spirits failing to build momentum but new and exotic spirits or those supporting local experiences could find favour  
Non-alcoholic spirits and stronger spirits likely to struggle

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology  
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Retailing developments  
On-trade vs off-trade split  
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