



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
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Alcoholic Drinks in Spain - Industry Overview

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