



# Spirits in the United Kingdom

June 2024

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## Spirits in the United Kingdom - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Spirits struggles across the board in 2023  
Some new product development emerges amid the gloom  
Gin continues to lose momentum following pandemic surge

#### PROSPECTS AND OPPORTUNITIES

Challenging outlook for spirits  
Niche of non alcoholic spirits offers space to explore  
Crucial moment for on-trade establishments, impacting future of spirits

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