



Spirits in France

June 2023

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Spirits in France - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

2022 is year of decline, in accordance with the structural patterns of the category

Premium English gins, flavoured rums, liqueurs and, to a lesser extent vodka, remain the kings of the fiesta

Ricard SA maintains its overall lead, while Bacardi-Martini and Brown-Forman France take advantage of gaps in the market

PROSPECTS AND OPPORTUNITIES

Ongoing structural drop expected, even in on-trade in the medium term

Non/low alcohol spirits does not see as strong success as other categories

More mixology, premiumisation and new flavours/ingredients expected

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

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