



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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