



Euromonitor
International

Spirits in France

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Spirits in France - Category analysis

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2024 DEVELOPMENTS

Spirits sees total volume sales fall in 2024

La Martiniquaise leads, while small, local and specialist players attract greater attention

Hypermarkets holds highest share among distribution channels for spirits in France

PROSPECTS AND OPPORTUNITIES

Spirits faces uncertain forecast period

Birth of Diageo France in 2025

Scepticism surrounds future of non alcoholic variants within spirits

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