



Euromonitor
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Rtds in Spain

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

RTDs remains the most dynamic category in alcoholic drinks in Spain
Bacardi partners with Coca-Cola to reinvent the classic Cuba Libre
Off-trade environment holds the largest share of RTDs

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Alcoholic Drinks in Spain - Industry Overview

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2024 key trends
Competitive landscape
Retail developments
On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

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DISCLAIMER

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