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

CATEGORY BACKGROUND

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

Summary 1 - Benchmark Brands 2022

CATEGORY DATA

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EXECUTIVE SUMMARY

Alcoholic drinks in France - Industry Overview

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EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture

2022 key trends
Competitive landscape
Retailing developments
On-trade vs off-trade split
What next for alcoholic drinks?

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Smoking ban  
Opening hours  
On-trade establishments  

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