

Beer in Spain

July 2022

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Beer in Spain - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Rebound as restrictions ease, but COVID-19-related factors still have a negative impact

Low alcohol and non-alcoholic products remain popular

Supply chain issues not impactful, given that majority of consumption is domestic

PROSPECTS AND OPPORTUNITIES

Pre-pandemic beer consumption habits slowly return, but recovery reliant on return of tourists

Competitive landscape will continue to be dominated by domestic players

Online will be relevant, but not have a significant impact

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