



Euromonitor
International

Cider/Perry in Spain

August 2026

Table of Contents

Cider/Perry in Spain - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cider/Perry Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Cider/Perry

INDUSTRY PERFORMANCE

El Gaitero and Sidra Trabanco Innovate to Reach New Drinkers

Sidra Trabanco'S Launch of Trabanco Sin Broadens Alcohol-Free Appeal

Chart 2 - Major Players Invest in Non Alcoholic Options

Mercadona and Heineken Leverage Smaller Packs to Attract Value Seekers

Chart 3 - Volume Sales 2020-2030

Chart 4 - Volume Sales by Category 2025

WHAT'S NEXT?

Leading Players Invest in Innovation to Attract Health-Conscious Consumers

Chart 5 - Forecast Volume Sales 2020-2030

Chart 6 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Valle Sustains Lead as Mercadona and Heineken Expand Private Label Reach

Chart 7 - Mercadona Partners with Heineken to Launch Spieler

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Supermarkets and Hypermarkets Sustain Lead as Cider Remains Traditional

Low Online Penetration Persists as Shoppers Choose In-Store Variety

ECONOMIC CONTEXT

Chart 10 - Economic Context for Cider/Perry

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Cider/Perry

Chart 14 - Population 2020-2030

Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Alcoholic Drinks in Spain - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Alcoholic Drinks

INDUSTRY PERFORMANCE

Premium Choices Gain Traction as Inflation Drives Value Focus
Craft Beer and Non/Low Alcohol Options Capture Shifting Preferences
Patrón El Alto Taps Premium Demand as Moderation Reshapes Choices
Chart 17 - Volume Sales 2020-2030
Chart 18 - Volume Sales by Category 2025

WHAT'S NEXT?

Consumers Balance Moderation and Premium Choices as Spending Pressures Mount
Chart 19 - Analyst Insight for Alcoholic Drinks
Non-Alcoholic Launches and Eco Innovation Reshape Brand Strategies
Chart 20 - Non Alcoholic Innovation
Chart 21 - Forecast Volume Sales 2020-2030
Chart 22 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Mahou Drives Innovation in Rtds to Reinforce Its Lead
Chart 23 - Company Shares 2025
Chart 24 - Brand Shares 2025

CHANNELS

Discounters Attract Cost-Conscious Shoppers as Inflation Bites
Tourism and Tradition Sustain On-Trade Dominance for Beer and Wine

MARKET BACKGROUND

Legislation
Legal Purchasing Age and Legal Drinking Age
Drink Driving
Advertising
Smoking Ban
Opening Hours
On-Trade Establishments

OPERATING ENVIRONMENT

Contraband/Parallel Trade
Duty Free
Cross-Border/Private Imports

PRODUCTS

Patrón El Alto and Freixenet 0.0% Drive Premium and Non-Alcoholic Expansion
Chart 25 - Premium Products Hit the Market

ECONOMIC CONTEXT

Chart 26 - Economic Context for Alcoholic Drinks
Chart 27 - Real Gdp Growth 2020-2030
Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Alcoholic Drinks
Chart 30 - Population 2020-2030
Chart 31 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cider-perry-in-spain/report.