

# Iberian countries: whisky market

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## Abstracts

This report presents a strategic analysis of the whisky market in the Iberian countries and a forecast for its development in the medium term. It provides a comprehensive overview of the market, its dynamics, structure, characteristics, main players, trends, growth and demand drivers, etc.

The purpose of the report is to describe the state of the whisky market in the Iberian countries, to present actual and retrospective information about the volumes, dynamics, structure and characteristics of production, imports, exports and consumption and to build a forecast for the market in the next five years. In addition, the report presents an elaborate analysis of the main market participants, price fluctuations, trends, growth and demand drivers of the market and all other factors, influencing its development.

This research report has been prepared using the unique WMStrategy's methodology, including a blend of qualitative and quantitative data. The information comes from official sources and insights from market experts (representatives of the main market participants), gathered by semi-structured interviews.

The report on the whisky market in the Iberian countries covers the following countries: Spain, Portugal, and France.

The report on the whisky market in the Iberian countries includes:

- Analysis and forecast for the economy of the Iberian countries;

- Analysis and forecast of the market size, value and dynamics;

- Market structure (by origin, by country (includes breakdown of all indicators by all 33 analyzed countries), by types of products, etc.);

Volume, dynamics and analysis of domestic production (past, current and future);

Analysis of price levels (wholesale, retail, distributors, etc.) and their dynamics (past, current and future);

Volume, dynamics and analysis of imports (past, current and future);

Volume, dynamics and analysis of exports (past, current and future);

Volume, dynamics and analysis of consumption (past, current and future);

Characteristics of the main market participants (manufacturers, distributors, wholesalers, retailers, importers, exporters, Government structures, etc.) and the competitive landscape;

Value chain analysis;

Analysis and forecast of the trends and levels of supply and demand on the market;

Analysis of the factors, influencing the development of the market (market growth drivers, restraints, etc.);

Country opportunity analysis;

Analysis of the major trade flows;

Forecast for development of the market in the medium term (including three possible scenarios for development).

This report will allow you to:

Quickly and cost-effectively get a strategic analysis and gain competitive intelligence about the market;

Track market data, including size, value, dynamics, structure, segmentation and

forecasts: past, present and future;

Track and identify key market trends, opportunities and threats and key drivers behind recent market changes;

Strategically assess market growth potential, demand drivers and restraints on the market;

Explore and identify new market opportunities in the countries and regions within the market;

Evaluate the key macroeconomic indicators to get insight into the general trends within the economy;

See how the market performed in the past (over the last 5 years) and how it will perform in the future (in the next 5 years);

Get acquainted with the leading companies on the market;

Evaluate how diversified the market is in terms of competitive intensity, fragmentation and environment and understand competitive threats;

Empower your marketing, branding, strategy and market development, consumption and supply functions with useful market insights;

Build your investment strategy by assessing market attractiveness or company attractiveness;

Build your own market entry or market expansion strategy or evaluate your current strategy;

Add weight to pitches and presentations by using official and accurate data and calculations.

If you are interested in the whisky market in the Iberian countries, this research report will provide you with a strategic analysis of the market, its recent and future development. In addition, the report will save you time and money while presenting you all the necessary information, empowering you to make informed decisions and move

your business forward!

## Contents

### **1. INTRODUCTION**

- 1.1. Report description
- 1.2. Research methodology

### **2. EXECUTIVE SUMMARY**

### **3. CHARACTERISTICS OF WHISKY**

### **4. CHARACTERISTICS AND ANALYSIS OF RAW MATERIALS BASE**

### **5. STATE OF THE ECONOMY OF THE IBERIAN COUNTRIES**

- 5.1. Characteristics of the economy of the Iberian countries in 2014-2018
- 5.2. Forecast for the development of the economy of the Iberian countries for 2019-2021

### **6. OVERVIEW AND ANALYSIS OF THE WHISKY MARKET IN THE IBERIAN COUNTRIES**

- 6.1. Volume, value and dynamics of the whisky market in the Iberian countries in 2014-2018
- 6.2. Structure of the whisky market in the Iberian countries in 2014-2018: production, imports, exports, consumption
- 6.3. Structure of the whisky market in the Iberian countries by origin
- 6.4. Structure of the whisky market in the Iberian countries by country
- 6.5. Key recent trends on the whisky market in the Iberian countries
- 6.6. Competitive landscape of the market
- 6.7. Country opportunity analysis
- 6.8. Key drivers and restraints for the market development in the medium term
- 6.9. Forecast for development of the whisky market in the Iberian countries for 2019-2024

### **7. OVERVIEW AND ANALYSIS OF THE DOMESTIC PRODUCTION OF WHISKY IN THE IBERIAN COUNTRIES**

- 7.1. Volume, value and dynamics of the domestic production of whisky in the Iberian

countries in 2014-2018

7.2. Structure of the Iberian production of whisky by countries

7.3. Characteristics of the main companies, producers of whisky in the Iberian countries

## **8. CHARACTERISTICS AND ANALYSIS OF THE PRICES OF WHISKY IN THE IBERIAN COUNTRIES**

8.1. Value chain analysis

8.2. Structure of price formation

8.3. Characteristics of the producer prices of whisky in the Iberian countries in 2014-2018

8.4. Characteristics of other prices of whisky

## **9. FOREIGN TRADE OPERATIONS OF WHISKY IN THE IBERIAN COUNTRIES**

9.1. Foreign trade operations of whisky in the Iberian countries in 2014-2018

## **10. OVERVIEW AND ANALYSIS OF THE IMPORTS OF WHISKY TO THE IBERIAN MARKET**

10.1. Volume, value and dynamics of the imports of whisky to the Iberian countries in 2014-2018

10.2. Major trade inflows of whisky imports to the Iberian countries

10.3. Structure of the imports of whisky by types of products

10.4. Prices of imported whisky in the Iberian countries

## **11. OVERVIEW AND ANALYSIS OF THE IBERIAN EXPORTS OF WHISKY**

11.1. Volume, value and dynamics of the Iberian exports of whisky in 2014-2018

11.2. Major trade outflows of whisky exports from the Iberian countries

11.3. Structure of the Iberian exports of whisky by types of products

11.4. Prices of Iberian exports of whisky

## **12. CHARACTERISTICS OF THE CONSUMPTION OF WHISKY IN THE IBERIAN COUNTRIES**

12.1. Volume, value and dynamics of the consumption of whisky in the Iberian countries in 2014-2018

12.2. Structure of the consumption of whisky in the Iberian countries in 2014-2018 (by

origin, by channel)

12.3. Structure of the consumption of whisky in the Iberian countries by country

12.4. Volume, value and dynamics of the per capita consumption of whisky in the Iberian countries in 2014-2018

12.5. Balance between supply and demand on the whisky market in the Iberian countries in 2014-2018 and forecast for 2019-2024

### **13. FORECAST FOR DEVELOPMENT OF THE WHISKY MARKET IN THE IBERIAN COUNTRIES FOR 2019-2024**

13.1. Factors, influencing the development of the whisky market in the Iberian countries in the medium term

13.2. Forecast for market development in the medium term under three possible scenarios

#### **LIST OF FIGURES**

Volume and dynamics of the whisky market in the Iberian countries in 2014-2018

Value and dynamics of the whisky market in the Iberian countries in 2014-2018

Structure of the whisky market in the Iberian countries in 2014-2018, in volume terms

Structure of the whisky market in the Iberian countries in 2014-2018, in value terms

Structure of the whisky market in the Iberian countries by origin in volume terms in 2014-2018

Structure of the whisky market in the Iberian countries by origin in value terms in 2014-2018

Structure of the whisky market in the Iberian countries by country in 2014-2018, in volume terms

Structure of the whisky market in the Iberian countries by country in 2014-2018, in value terms

Volume and dynamics of the domestic production of whisky in the Iberian countries in 2014-2018

Value and dynamics of the domestic production of whisky in the Iberian countries in 2014-2018

Structure of the domestic production of whisky in the Iberian countries by producing countries in 2014-2018, in volume terms

Structure of the domestic production of whisky in the Iberian countries by producing countries in 2014-2018, in value terms

Value chain analysis of the whisky market in the Iberian countries

Structure of the whisky price formation in the Iberian countries, in %

Deviation of the average producer prices of whisky in the Iberian countries in 2014-2018  
Trade balance of whisky foreign trade in the Iberian countries in 2014-2018, in volume terms

Trade balance of whisky foreign trade in the Iberian countries in 2014-2018, in value terms

Volume and dynamics of the imports of whisky to the Iberian countries in 2014-2018

Value and dynamics of the imports of whisky to the Iberian countries in 2014-2018

Main countries, importing whisky to the Iberian countries in 2014-2018, in volume terms

Main countries, importing whisky to the Iberian countries in 2014-2018, in value terms

Volume and dynamics of the imports of whisky by types of whisky in 2014-2018

Value and dynamics of the imports of whisky by types of whisky in 2014-2018

Average prices of imported whisky to the Iberian countries in 2014-2018

Volume and dynamics of the Iberian exports of whisky in 2014-2018

Value and dynamics of the Iberian exports of whisky in 2014-2018

Recipient countries of the Iberian exports of whisky in 2014-2018, in volume terms

Recipient countries of the Iberian exports of whisky in 2014-2018, in value terms

Structure of the Iberian exports of whisky by types of whisky in 2014-2018, in volume terms

Structure of the Iberian exports of whisky by types of whisky in 2014-2018, in value terms

Average prices of the Iberian exports of whisky in 2014-2018

Volume and dynamics of the consumption of whisky in the Iberian countries in 2014-2018

Value and dynamics of the consumption of whisky in the Iberian countries in 2014-2018

Structure of the consumption of whisky in the Iberian countries in 2014-2018, in volume terms

Structure of the consumption of whisky in the Iberian countries in 2014-2018, in value terms

Structure of the consumption of whisky in the Iberian countries by consuming countries in 2014-2018

Volume and dynamics of the per capita consumption of whisky in the Iberian countries in 2014-2018

Value and dynamics of the per capita consumption of whisky in the Iberian countries in 2014-2018

Balance between supply and demand on the whisky market in the Iberian countries in 2014-2018 and forecast for 2019-2024, in volume terms

Balance between supply and demand on the whisky market in the Iberian countries in 2014-2018 and forecast for 2019-2024, in value terms

Forecast for the total supply of whisky in the Iberian countries for 2019-2024 (under the



framework of the base scenario), in volume and value terms

Forecast for the total supply of whisky in the Iberian countries for 2019-2024 (under the framework of the pessimistic scenario), in volume and value terms

Forecast for the total supply of whisky in the Iberian countries for 2019-2024 (under the framework of the optimistic scenario), in volume and value terms

## About

### **ABOUT WMSTRATEGY**

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## List Of Tables

### LIST OF TABLES

Key indicators on the whisky market in the Iberian countries in 2014-2018

Key indicators of the economy of the Iberian countries in 2014-2018

Forecast for the economy of the Iberian countries for 2019-2021

Volume and dynamics of the whisky market in the Iberian countries in 2014-2018

Value and dynamics of the whisky market in the Iberian countries in 2014-2018

Structure of the whisky market in the Iberian countries in 2014-2018, in volume terms

Structure of the whisky market in the Iberian countries in 2014-2018, in value terms

Structure of the whisky market in the Iberian countries by origin in 2014-2018, in volume terms

Structure of the whisky market in the Iberian countries by origin in 2014-2018, in value terms

Structure of the whisky market in the Iberian countries by country in 2014-2018, in volume terms

Structure of the whisky market in the Iberian countries by country in 2014-2018, in value terms

Country opportunity analysis

Volume and dynamics of the domestic production of whisky in the Iberian countries in 2014-2018

Value and dynamics of the domestic production of whisky in the Iberian countries in 2014-2018

Structure of the domestic production of whisky in the Iberian countries by producing countries in 2014-2018, in volume terms

Structure of the domestic production of whisky in the Iberian countries by producing countries in 2014-2018, in value terms

Value chain analysis of the whisky market in the Iberian countries

Cost breakdown of the price formation of whisky in the Iberian countries, in %

Volume and dynamics of the average producer prices of whisky in the Iberian countries in 2014-2018

Volume and dynamics of other prices of whisky in the Iberian countries (wholesale, distributor, retail, etc.) in 2014-2018

Trade balance of whisky foreign trade in the Iberian countries in 2014-2018, in volume terms

Trade balance of whisky foreign trade in the Iberian countries in 2014-2018, in value terms

Volume and dynamics of the imports of whisky to the Iberian countries in 2014-2018

Value and dynamics of the imports of whisky to the Iberian countries in 2014-2018

Main countries, importing whisky to the Iberian countries in 2014-2018, in volume terms

Main countries, importing whisky to the Iberian countries in 2014-2018, in value terms

Structure of the imports of whisky by types of whisky in 2014-2018, in volume terms

Structure of the imports of whisky by types of whisky in 2014-2018, in value terms

Average prices of imported whisky to the Iberian countries in 2014-2018

Volume and dynamics of the Iberian exports of whisky in 2014-2018

Value and dynamics of the Iberian exports of whisky in 2014-2018

Recipient countries of the Iberian exports of whisky in 2014-2018, in volume terms

Recipient countries of the Iberian exports of whisky in 2014-2018, in value terms

Structure of the Iberian exports of whisky by types of whisky in 2014-2018, in volume terms

Structure of the Iberian exports of whisky by types of whisky in 2014-2018, in value terms

Average prices of the Iberian exports of whisky in 2014-2018

Volume and dynamics of the consumption of whisky in the Iberian countries in 2014-2018

Value and dynamics of the consumption of whisky in the Iberian countries in 2014-2018

Structure of the consumption of whisky in the Iberian countries in 2014-2018, in volume terms

Structure of the consumption of whisky in the Iberian countries in 2014-2018, in value terms

Structure of the consumption of whisky in the Iberian countries by consuming countries in 2014-2018

Volume and dynamics of the per capita consumption of whisky in the Iberian countries in 2014-2018

Value and dynamics of the per capita consumption of whisky in the Iberian countries in 2014-2018

Balance between supply and demand on the whisky market in the Iberian countries in 2014-2018 and forecast for 2019-2024, in volume terms

Balance between supply and demand on the whisky market in the Iberian countries in 2014-2018 and forecast for 2019-2024, in value terms

Forecast for the total supply of whisky in the Iberian countries for 2019-2024 (under the framework of the base scenario), in volume and value terms

Forecast for the total supply of whisky in the Iberian countries for 2019-2024 (under the framework of the pessimistic scenario), in volume and value terms

Forecast for the total supply of whisky in the Iberian countries for 2019-2024 (under the framework of the optimistic scenario), in volume and value terms

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