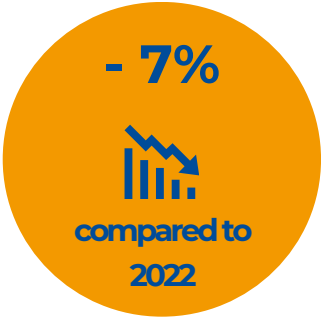
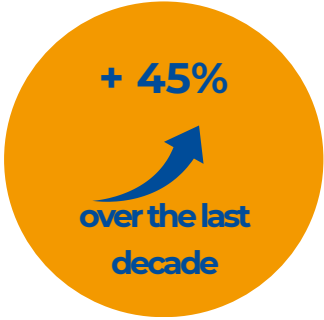


EU SPIRITS EXPORTS 2023



- Grape-based spirits
- Whiskies
- Liqueurs & Cordials
- Other
- Vodka
- Rum
- Gin & Genever

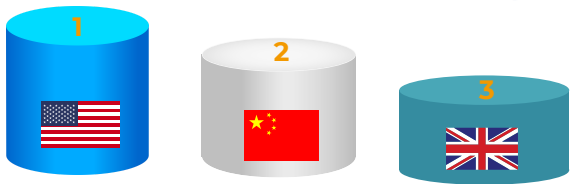
The EU spirits sector has demonstrated resilience in 2023, surpassing €9.07 billion in global exports in the face of a challenging year, marked by continued geopolitical tensions and significant inflation. This nonetheless marked a decrease of 7% compared with 2022, which was a particularly strong year due to the reopening of borders, tourism, and the hospitality sector in most markets. While this is still a stronger performance than 2021 and pre-pandemic levels, the growth of EU spirits exports has slowed in the last years, demonstrating that our export success story cannot be taken for granted and signalling the importance of trade & promotion policies to unlock new opportunities and maintain sustainable growth in established markets.



TOP 3 EXPORT MARKETS

In 2023, the US, China, and the UK continued to top EU exports' destinations. However, 2023 was challenging in the US, due to a reduction of post-pandemic overstocks and rising living costs. Ensuring that suspended retaliatory tariffs in the frame of unrelated disputes do not return remains critical to support recovery in the US.

In addition, more attention and efforts should be devoted to currently untapped, but high-potential markets. This potential will only materialise if ambitious FTAs can be negotiated and ratified – not least with India, where EU spirits face a 150% tariff. More progress is needed in negotiations with ASEAN members and with the overdue ratification of the EU-Mercosur FTA.



US	€2.76bn > -27% vs 2022
China	€889m > +2% vs 2022
UK	€852m > + 8% vs 2022

HIGH POTENTIAL EXPORTS REGIONS ACROSS THE GLOBE

LATAM
€393m
-13% vs 2022

SUB-SAHARAN AFRICA
€514m
-7% vs 2022

INDIA
€64m
+7% vs 2022

ASEAN
€1bn
+10% vs 2022