Report: Organika Competitive Analysis in Spain 2025

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# Executive Summary

This report provides insights from the research about the Spanish Alcoholic Beverages market, concentrating on the vodka market. Providing several recommended strategies for Organika Vodka, that may be used to increase the sales and brand awareness in the Spanish Alcoholic Market.

This report uses such tools as PESTLE, Porter’s Five Forces, SWOT, and TOWS analyses, for the research section, ensuring in-depth analysis, to provide accurate recommendations.

This project is aimed to offer strategies to Organika that may bring success when entering the Spanish Market.

# Introduction

Organika is an exquisite Polish vodka. Produced according to a traditional recipe and based on organic ingredients, it is a must for vodka lovers. It is an eco-friendly awards-winning brand, which uses outstanding ingredients, unique flavour, savour and do good, and offers versatile enjoyment to its customers.

# External Analysis

External analysis stands for locating and evaluating relevant external factors that may impact an organization's performance and strategy. This process entails assessing possibilities and dangers resulting from a variety of external forces, including the industry, market trends, competition, technical outbreaks, legal and regulatory frameworks, sociocultural influences, and other forces. Organizations can make informed choices and adjust their strategy by undertaking external analysis to get insights into their operating environment. The most common tools for performing the external analysis are PESTLE, and Porter’s Five Forces. PESTLE Analysis gives an insight into the macro-environmental factors like the Political, Economic, Social, Technological, Legal, and Environmental factors. Porter’s Five Forces is a tool that analyzes the micro-environments, e. g. the market. It analyzes the competitive aspects of the company, mentioning the bargaining power of customers, power of suppliers, threat of new entries, competitive rivalry, and threat of substitute products/services.

Both frameworks are going to be used in this report, to get the full image of the market, and macro-environment, of the field where the company is operating. By applying both frameworks, a broader image will be obtained, giving insights into global trends (PESTLE Analysis), and the industry details (Porter’s Five Forces), which may be used when running, and adapting the project.

## PESTLE Analysis:

This section will include key findings from the PESTLE analysis conducted in Appendix 1:

**Politically**, compared to other EU countries, Spain has relatively relaxed alcohol laws, however, there are strict regulations concerning advertisement and sales targeting minors, and new policies promoting responsible drinking, which may affect marketing strategies. Furthermore, there are no additional tariffs on importing vodka from within the EU.

The main findings from the **economic** factors are the spirits market growth, e. g. it is currently valued at 10.8 billion euros, and is expected to frow by 4.2% CAGR until 2028. Vodka in this market accumulates for 17% of the market (stable demand). Partnering with distributors targeting HoReCa and large retailers may be crucial, as Spain is the most visited country in the world, with over 84 million tourists in 2024 (HoReCa), providing demand in bars, clubs, and hotels, and retailers like Carrefour and El Corte Ingles dominate the spirits sector, providing more visibility for Organika. Furthermore, consumers are currently shifting towards premium and ultra-premium spirits, preferring brands with unique flavours, and high-quality ingridients.

**Socially**, according to GourmetPro, vodka consumption in Spain is lower than in Germany or Eastern Europe, however, its use in cocktails is growing, driven by urban nightlife and tourism. Moreover, the changing demographics influence the sales, as younger consumers value eco-friendly, high-quality brands, that align with lifestyle trends.

**Technologically**, it is important to highlight that the online alcohol sales in Spain have increased significantly since 2020 (By 35%), making digital marketing, and e-commerce partnerships important for success. Furthermore, advanced distillation & packaging help premium brands stand out.

As mentioned above, **legally**, it is important to consider advertising restrictions targeting minors. Furthermore, brands are obliged to comply with EU labelling regulations.

Overall, by addressing the following factors strategically, Organika Vodka can establish a strong presence in the Spanish market while offering distributors a compelling business opportunity:

Market Demand & Premiumization – Spain’s growing spirits market and premium trends align with Organika Vodka’s offerings (CAGR 4.2% for Spanish spirits market, where 17% belong to vodka market)

Tourism & Hospitality Sector – The influx of international visitors creates opportunities in bars, hotels, and duty-free retail.

Sustainability & Unique Positioning – Emphasizing eco-conscious production and unique flavors differentiates Organika Vodka from competitors.

Strategic Retail Partnerships – Collaborating with major distributors and leveraging e-commerce can maximize market penetration.

Building on these macro-level insights, the following section analyzes the competitive dynamics shaping Organika Vodka’s position in the Spanish market.

## Porter’s Five Forces:

The other model applied for the analysis of the external environment is Porter’s Five Forces. Porter’s Five Forces is a tool introduced by Michael Porter in 1979, and it’s designed to help businesses analyze the competitiveness and potential of different products, analyzing the company’s competitive rivalry, supplier’s bargaining power, customer’s bargaining power, threats of substitution, and threats of new entry.

Interpreting the Porter’s Five Forces Analysis (Appendix 2), it may be deduced that the **threat of new entrants** from the perception of Organika Vodka is low, as the Spanish vodka market is already well-established market, with big brands like Absolut, Smirnoff, and Eristoff dominating the market, and Grey Goose and Belvedere dominating the premium market (Affinity Drinks, 2024), and the brand loyalty increases the barriers to entry. It has grown from 2017 to 2022 with a CAGR of 1.5%, indicating a steady growth, but a competitive environment (Just Drinks, 2023). Starting a business like this requires funds (from 1 million to 10 million euros) increasing the barriers to entry, as well as there are heavy regulations, with extensive licensing requirements (Canva Business Model, 2023). Furthermore, Organika’s sustainability initiatives, and premium quality position it favorably compared to potential new entrants. The **bargaining power of suppliers** is low, as there are multiple options for raw materials, and Organika already has a well-established production in Poland. The **bargaining power of buyers** (distributors) is considered moderate-to-high, due to a high number of vodka brands available, however, by offering competitive pricing, marketing support, and exclusive promotions, Organika provides compelling reason for a partnership. Moreover, due to the dominance in vodka sales channels in Spain, established by large retailers and distributors, they gain significant bargaining power. The **threat of substitute** for Organika is considered moderate, due to other spirits like Whiskey (24% of market share) (Affinity Drinks, 2023), gin (19% of market share) (Affinity Drinks, 2023), and rum (13% of market share) (Business Scoot, 2023), available in the market, and serving as substitutes. Furthermore, there is a growing trend towards health consciousness, therefore the non-alcoholic beverages are also a possible substitute. However, Organika’s adaption to the market has mitigated a risk of the consumption shift towards more premium and flavoured beverages, thus making Organika Life, and Organika Truffle an appropriate position on the market. The **industry rivalry** is high, with the mentioned above brands acquiring a high portion of the market. Furthermore, some companies like Diageo allocate 2 billion euros towards promotional activities (Canva Business Model). Therefore, the continuous innovation in product offering and marketing strategies are crucial. Organika’s sustainability and premium quality allows to carve out a niche, offering a differentiated product to their portfolios.

The key points found in Porter’s Five Forces Analysis are the market growth (1.5% CAGR), premiumization trend, as the customers are switching towards higher-quality beverages, sustainability appeal, tourism influence (HoReCa), and Organika’s marketing support.

# SWOT Analysis

To determine the optimal strategy for a firm and identify the areas where a company is performing poorly, a tool called SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) is used (Humphrey, 1960; SWOT Analysis 2022). This study includes a SWOT analysis, using the external PESTLE & Porter’s Five Forces analyses for opportunities and threats, and using Organika’s resources and capabilities to identify the strengths and weaknesses.

Analyzed the conducted SWOT Analysis (Appendix 7), the **strengths** found are Premium Positioning & Competitive Prices, e. g. the super-premium vodka market is expanding, and brands like Beluga hold 20% of the market (novabev.com, 2021); Sustainability & CSR (Corporate Social Responsibility), e. g. 81% of Spanish consumers consider sustainability when purchasing alcohol, and Organika’s strategy and CSR are coinciding with this trend (Nielsen, 2023); High-Quality Ingredients & USP (Unique Selling Proposition), e. g. there is a lack of competition in flavoured super-premium vodkas, furthermore, made from Siberian spring water and premium wheat, Organika offers a distinct advantage & taste over traditional brands; Award-Winning Quality & Design, e. g. Organika has received Double Gold at SFWSC & SIP Awards, Gold for both open and blind tastings, and a Blue Lifestyle Gold Medal and Seal of Approval, reinforcing its premium reputation and credibility; Strong Profitability for Distributors, e. g. higher margins, exclusive promotions, and incentives lead to higher profitability, furthermore, as the Spanish Vodka market is projected to grow at 3.5% until 2028, there are long-term revenue opportunities (Statista, 2023).

The **weaknesses** include low brand awareness, e. g. Organika lack consumer recognition, compared to its competitors in the face of Absolut, Smirnoff, or Grey Goose, making it harder for distributors to push sales without extra marketing support; Limited Shelf Space in Retail & Hospitality, e. g. major retail chains like carrefour and el corte ingles already stock up vodka brands, making entry difficult, and restaurants and bars tend to favour brands with strong consumer pull. Offering exclusive deals, higher profit margins, and marketing collaborations might encourage shelf placement; Flavored Vodka (Truffle) is a Niche Product – High-end flavored vodka has a smaller consumer base in Spain;

The **opportunities** found are Increasing Demand for Sustainable & Ethical Products, e. g. as mentioned above, 81% of consumers in the alcohol market consider sustainability an important factor, when purchasing, furthermore, eco-friendly and CSR-driven brands are gaining market share; Growth in Premium Vodka Demand, e. g. in Spain, the premium spirits sector is growing faster than the overall alcohol market, furthermore, high-end consumers in Madrid and Barcelona prefer exclusivity and quality, creating a niche for Organika Vodka; Growing Retail & Hospitality Sector + Tourism Boom & Rising Alcohol Consumption, e. g. Spain welcomed 85 million tourists in 2023, with the hospitality industry valued at €17.3 billion, the demand for high-end alcohol is rising in main tourist hubs like bars, restaurants, and hotels (Statista, 2024; INE, 2024), furthermore, luxury resorts and high-end bars actively seek unique premium vodka brands, and distributors may benefit from high-margin sales in this field; Expanding Retail & E-Commerce Sales, e. g. online alcohol sales in Spain grew by 27% in 2023 (Businesscoot, 2024), creating new revenue streams, and e-commerce partnerships (Amazon/Local online retailers) can boost market penetration.

The **threats** discovered are Strong Industry Competition, e. g. brands like Absolut (23% market share), Smirnoff (18% market share), and Grey Goose (10% market share), are the main competitors making it difficult for newer brands to gain shelf space; Economic Instability & Consumer Spending Shifts, e. g. Premium vodka sales could be affected by inflation or economic downturns; Shift Toward Other Spirits, e. g. According to Statista, main spirits in premium alcohol segment by market share are gin (38%), whiskey (26%), and rum (19%), and vodka only held 12% in 2023 (Statista, 2023), furthermore, Spanish consumers favour gin for cocktails. Organika may position as a premium cocktail ingredient, partnering with bars & mixologists to drive demand; Price Sensitivity Among Consumers, e. g. 50% of consumers consider price more important than brand reputation (Nielsen, 2023). Super-premium vodka sales grew only 2.1% in 2023, compared to gin at 7.5%, and whiskey at 5.8%.

Overall, Organika should target High-Margin Hospitality & Tourism Sector, leveraging the €170 billion tourism industry (INE, 2023), and focusing on cities with high tourism demand, like Madrid, Barcelona, Ibiza, and Marbella; Differentiate Through Sustainability & Premiumization, as mentioned above, 81% of consumers in the Spanish alcohol market consider sustainability an important factor, and 42% of premium alcohol consumers favour sustainability when purchasing (IWSR, 2023), thus, Organika should use its awards, certifications, high-end ingredients, and eco-friendly initiatives to build exclusivity; Strengthen Distributor & Retailer Incentives, e. g. Organika may build stronger relationships with distributors by offering higher margins, exclusive promotions, and co-branded marketing campaigns; Expand Consumer Awareness via digital marketing, e. g. investing in targeted digital advertisement, influencer collaborations, and event sponsorships, to drive brand recognition. Furthermore, organizing tasting sessions, cocktail workshops, and partnerships with Michelin-starred restaurants may help associate Organika Vodka with high-end experiences.

# TOWS Analysis

The TOWS Analysis is a tool that can be used at any stage of a business to gain a deeper understanding of the internal and external environments and to develop some strategies that could boost performance. It combines the SWOT analysis's findings of strengths and opportunities, strengths and threats, weaknesses and opportunities, and weaknesses and threats (Weihrich, 1982). After conducting the TOWS Analysis (Appendix 8), the following strategies were found:

## Mini-Mini Strategies (Weaknesses-Threats):

The mini-mini strategies are used to minimize the weaknesses and avoid threats (Weihrich, 1982; The TOWS Matrix 2022). These strategies include Localized Support for Distributors, e. g. Spanish-Language Marketing Materials, training programs, region-specific promotions), tackling limited experience in the Spanish Market, and well-established competitors; and Targeting Niche Markets, as major brands are weaker in these fields, e. g. eco-conscious consumers, high-end mixology bars, and private clubs.

## Mini-Maxi Strategies (Weaknesses-Opportunities):

Mini-Maxi strategies are the strategies that minimize weaknesses through using opportunities (Weihrich, 1982; Barrington, 2021). These strategies include Investing in Digital Marketing, influencer collaborations, and event sponsorships establishing a stronger market presence; Offering Better Distributor Incentives, e. g. higher margins, exclusive regional partnerships, and promotional support, to tackle lower brand recognition; Using Targeted Marketing to Address Niche Concerns, e. g. positioning Organika Truffle as a unique ingredient for cocktails.

## Maxi-Mini Strategies (Strengths-Threats):

Maxi-Mini strategies are like the mini-maxi strategies, but in this case, the supposed strategies are to minimize the threats, using the strengths (Weihrich, 1982; The TOWS Matrix 2022). These strategies include Establishing Exclusivity Deals with High-end Distributors and retailers, securing premium shelf-space; Launching a Limited-Edition or region-specific Organika variant, to create scarcity and demand, making it more attractive for distributors; Developing High-End Cocktail Partnerships with premium bars and restaurants to solidify Organika Vodka as the preferred vodka for mixologists In Spain’s growing cocktail scene

## Maxi-Maxi Strategies (Strengths-Opportunities):

The Maxi-Maxi strategies are the ones that have the biggest potential for success, and the biggest perspectives, they are using their strengths to take advantage of the opportunities (Weihrich, 1982; Barrington, 2021). These strategies include Leveraging Premium Positioning & Sustainability, matching Spain’s growing demand for high-end spirits; Using Eco-friendly Branding & Awards to differentiate from competition (42% of Spanish premium alcohol consumers value sustainability); Targeting Luxury Hospitality Venues (Hotels, Beach Clubs, Upscale Bars in Madrid, Barcelona, Ibiza, Marbella), to tap into Spain’s strong tourism-driven alcohol market.

# SFA Matrix

The SFA matrix below (Appendix 9) shows the scores for the strategies mentioned in the TOWS Analysis. The best strategies based on suitability, feasibility, and acceptability seem to be Targeting Luxury Hospitality Venues (27/30), and 4 strategies got 25/30, e. g. Targeting Niche Markets, Investing in Digital Marketing, Leveraging Premium Positioning & Sustainability, and Using Eco-Friendly Branding & Awards.

# Conclusion

Concluding the SWOT and TOWS analysis, reflecting on the strategies provided above, Organika Vodka has a strong premium positioning, sustainability advantage, and market growth potential. Targeting Luxury Hospitality Venues might be the key for success. By leveraging strengths and seizing market opportunities, Organika can differentiate itself from major competitors and solidify its position in the Spanish vodka market.

# Appendices:

**Appendix 1**: PESTLE Analysis for Organika Vodka in Spain

**Political Factors:**

Alcohol Regulations: Spain has relatively relaxed alcohol laws compared to some EU nations. However, strict regulations apply to advertising and sales, particularly concerning promotions targeting minors (ICEX, 2024).

Import & Trade Policies: As an EU member, Spain follows standard EU import regulations, with no additional tariffs on vodka imported from within the EU (European Commission, 2024). This facilitates market entry but also means competition remains strong.

Government Stance on Alcohol Consumption: Recent policies promoting responsible drinking and limiting high-alcohol-content promotions could impact marketing strategies (Spain Ministry of Health, 2023).

**Economic Factors:**

Market Size & Growth: Spain’s spirits market is valued at approximately €10.8 billion in 2024 and is expected to grow by 4.2% CAGR until 2028 (Statista, 2024). Vodka accounts for 17% of total spirits consumption, showing stable demand.

Tourism & Hospitality Industry: Spain is the second most-visited country in the world, with over 84 million tourists in 2023 (UNWTO, 2024). This presents a significant opportunity for vodka sales in bars, clubs, and hotels.

Premiumization Trend: Consumers are shifting toward premium and ultra-premium spirits, favoring brands with unique flavors and high-quality ingredients (IWSR, 2024). Organika Vodka’s Truffle and Life variants align with this trend.

Retail & Distribution: Large retailers such as Carrefour and El Corte Inglés dominate the spirits sector, along with specialized liquor stores and e-commerce platforms (Euromonitor, 2024). Partnering with these distributors could increase visibility and accessibility.

**Social Factors:**

Drinking Culture: Vodka consumption in Spain is lower than in Germany or Eastern Europe, but its use in cocktails has grown, driven by urban nightlife and tourism (GourmetPro, 2024).

Sustainability Awareness: Spanish consumers are increasingly valuing eco-friendly products. Organika Vodka’s commitment to wildlife conservation and sustainable production offers a competitive edge.

Changing Demographics: Younger consumers (ages 25-40) are more experimental with spirits, preferring premium brands that align with lifestyle trends (IWSR, 2024).

**Technological Factors:**

E-commerce Growth: Online alcohol sales in Spain have surged by 35% since 2020, making digital marketing and e-commerce partnerships crucial for success (Statista, 2024).

Advanced Distillation & Packaging: Innovations in sustainable packaging and premium bottle design are becoming more relevant, helping premium brands stand out (ICEX, 2024).

**Legal Factors:**

Advertising Restrictions: Spanish law prohibits alcohol advertisements targeting minors and imposes strict rules on promotional content (Spain Ministry of Consumer Affairs, 2023).

Labeling & Certification: Compliance with EU labeling regulations, including sustainability claims and ingredient transparency, is essential (European Commission, 2024).

**Environmental Factors:**

Sustainability & Green Packaging: Spain has implemented initiatives to reduce plastic waste and promote sustainable packaging (EU Green Deal, 2024). Organika Vodka’s eco-friendly packaging could be a strong selling point.

Climate Impact on Raw Materials: Climate change affects agricultural production, impacting raw material costs for vodka (Spain Ministry of Agriculture, 2024). Diversifying ingredient sourcing may help mitigate risks.

Appendix 2: Porter’s Five Forces Analysis

**1. Threat of New Entrants:**

Market Saturation: The Spanish vodka market is well-established, with a compound annual growth rate (CAGR) of 1.5% from 2017 to 2022, indicating steady growth but also a competitive environment (Just Drinks, 2023).

Organika's Advantage: Organika Vodka's unique selling propositions, such as sustainability initiatives and premium quality, position it favorably against potential new entrants.

Capital Investment: Establishing a distillery requires substantial capital, ranging between $1 million to $10 million, depending on capacity and scale (Canva Business Model, 2023)

Regulatory Barriers: The alcoholic beverage industry is heavily regulated, with extensive licensing requirements that can incur costs between $10,000 to $100,000 (Canva Business Model, 2023).

**2. Bargaining Power of Suppliers:**

Stable Supply Chain: Organika Vodka's production in Poland ensures a consistent and high-quality supply, minimizing potential disruptions for Spanish distributors.

Supplier Concentration: The vodka production process relies on specific raw materials, and suppliers with unique ingredients can exert higher bargaining power.

Switching Costs: High switching costs due to specialized production processes can increase supplier power.

Supplier Collaboration: Collaborative relationships with suppliers can lead to cost efficiencies and innovation.

**3. Bargaining Power of Buyers (Distributors & Retailers):**

Distributor Leverage: With numerous vodka brands available, Spanish distributors can negotiate favorable terms.

Organika's Proposition: By offering competitive pricing, marketing support, and exclusive promotions, Organika Vodka provides distributors with compelling reasons to collaborate.

Retailer Influence: Large retailers and distributors, such as hypermarkets and supermarkets, dominate vodka sales channels in Spain, giving them significant negotiating power.

Price Sensitivity: Mass-market consumers show greater price sensitivity, particularly in economic downturns, affecting demand for premium products.

Brand Loyalty: Strong brand loyalty among consumers can reduce buyer power, as customers are less likely to switch to new entrants.

**4. Threat of Substitutes:**

Alternative Spirits: Other spirits like gin, rum, and whiskey are popular in Spain and may serve as substitutes.

Non-Alcoholic Options: The growing trend towards health consciousness has led to an increase in non-alcoholic beverage options, posing a substitute threat.

Consumer Preferences: Shifts in consumer preferences towards craft and artisanal spirits can impact traditional vodka consumption.

Organika's Differentiation: The brand's unique flavors and eco-friendly branding appeal to consumers seeking distinctive products, reducing the threat of substitutes.

**5. Industry Rivalry:**

Competitive Landscape: The Spanish vodka market is highly competitive, with established brands like Absolut, Smirnoff, and Eristoff leading in terms of brand market share.

Marketing Investments: Significant investments in advertising and brand promotion are common, with companies like Diageo allocating £2 billion to promotional activities in 2022.

Product Innovation: Continuous innovation in product offerings and marketing strategies is essential to maintain competitiveness.

Organika's Strategy: Emphasizing sustainability and premium quality allows Organika Vodka to carve out a niche, offering distributors a unique product to differentiate their portfolios.

**Key Benefits for Distributors:**

Market Growth: The Spanish vodka market is projected to grow, offering distributors opportunities for increased sales.

Premiumization Trend: Consumers are gravitating towards premium spirits, aligning with Organika Vodka's positioning.

Sustainability Appeal: Organika's eco-friendly initiatives resonate with the growing consumer demand for sustainable products, enhancing brand attractiveness.

Tourism Influence: Spain's robust tourism industry drives demand for premium spirits in hospitality venues, presenting distributors with lucrative opportunities.

Marketing Support: Organika Vodka's commitment to providing marketing assistance ensures that distributors have the necessary tools to effectively promote the brand.

By partnering with Organika Vodka, distributors can leverage these advantages to enhance their market presence and profitability in Spain.

Appendix 3: SWOT Analysis

A diagram of swot analysis

Description automatically generated

Appendix 4: TOWS Analysis

|  |  |  |
| --- | --- | --- |
|  | Weaknesses | Strengths |
| Threats | Localized Support  Target Niche Markets | Exclusive Deals with High-end Distributors  Limited Edition Organika  Cocktail Partnerships |
| Opportunities | Invest in Digital Marketing  Offer Better Distributor Incentives  Targeted Marketing to address Niche Concerns | Leverage Premium Positioning & Sustainability  Use Eco-Friendly Branding & International Awards  Target Luxury Hospitality Venues |

Appendix 5: SFA Matrix

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Strategy | Suitability | Feasibility | Acceptability | Total |
| Localized Support (W-T) | 6/10 | 8/10 | 5/10 | 19/30 |
| Target Niche Markets (W-T) | 8 | 9 | 8 | 25/30 |
| Invest in Digital Marketing (W-O) | 9 | 10 | 6 | 25/30 |
| Offer Better Distributor Incentive (W-O) | 3 | 6 | 3 | 12/30 |
| Targeted Marketing for Niche Concerns (W-O) | 8 | 9 | 4 | 21/30 |
| Exclusive Deals with High-End Distributors (S-T) | 5 | 8 | 6 | 19/30 |
| Limited Edition Organika (S-T) | 8 | 8 | 4 | 20/30 |
| Cocktail Partnerships (S-T) | 6 | 8 | 6 | 20/30 |
| Leverage Premium Positioning & Sustainability (S-O) | 10 | 6 | 9 | 25/30 |
| Use Eco-Friendly Branding & Awards (S-O) | 10 | 6 | 9 | 25/30 |
| Target Luxury Hospitality Venues (S-O) | 9 | 8 | 10 | 27/30 |

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