Vodka across Europe

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Britain now accounts for 50% of the vodka consumed across the four TGI Europa countries. Germany accounts for 29%, France 18%, and Spain 4%.

One in four British adults drinks vodka, and average consumption is eight measures per month â€“ higher than in Germany, France, or Spain. Both the number of vodka drinkers in Britain and the average level of consumption have increased by 25% over the past ten years, a period in which many traditional spirits have declined in popularity.

In contrast to its counterparts in France and Spain, the British vodka market is not skewed toward the under 30s. In Spain 51% of vodka drinkers are aged 18-29; in Britain this figure falls to 35%. Attitudinal differences may also contribute to the success of vodka in Britain, with British consumers being more likely to agree not only that â€˜most of my drinking is done at homeâ€™, but also that â€˜I really enjoy a night at the pubâ€™.