

Wine in Estonia

July 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Low prices drive volume sales of “other” fortified wine in a highly inflationary climate
Widening variety boosts awareness and interest in wine
Still wine suffers from maturity while new consumption occasions boost sparkling wine

PROSPECTS AND OPPORTUNITIES

Wine popularisation trend to stimulate strong sales growth
Increasing awareness and availability to grow the demand for port
Specialist retailers and e-commerce to increase the pressure on supermarkets and hypermarkets

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Alcoholic Drinks in Estonia - Industry Overview

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On-trade vs off-trade split
What next for alcoholic drinks?

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Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

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