

Beer in Estonia

July 2023

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Beer in Estonia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Ale benefits from premiumisation trend and the reopening of society Lidl's entry threatens to disrupt the competitive landscape A Le Coq leverages a strong portfolio and wide price points to lead the field

PROSPECTS AND OPPORTUNITIES

Healthier lifestyles and technology to push non alcoholic beer Sustainability concerns to inform beer choices Imported economy lager to struggle in the forecast period

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DISCLAIMER

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