

Rtds in Finland

June 2023

Table of Contents

Rtds in Finland - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Innovative RTDs

Bottled cocktails

Non-alcoholic RTDs and sustainability

PROSPECTS AND OPPORTUNITIES

Expansion of premium private label offerings

Expansion of hard seltzer offerings

Flavour innovation and lower sugar content

CATEGORY DATA

- Table 1 Sales of RTDs by Category: Total Volume 2017-2022
- Table 2 Sales of RTDs by Category: Total Value 2017-2022
- Table 3 Sales of RTDs by Category: % Total Volume Growth 2017-2022
- Table 4 Sales of RTDs by Category: % Total Value Growth 2017-2022
- Table 5 Sales of RTDs by Off-trade vs On-trade: Volume 2017-2022
- Table 6 Sales of RTDs by Off-trade vs On-trade: Value 2017-2022
- Table 7 Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2017-2022
- Table 8 Sales of RTDs by Off-trade vs On-trade: % Value Growth 2017-2022
- Table 9 GBO Company Shares of RTDs: % Total Volume 2018-2022
- Table 10 NBO Company Shares of RTDs: % Total Volume 2018-2022
- Table 11 LBN Brand Shares of RTDs: % Total Volume 2019-2022
- Table 12 Forecast Sales of RTDs by Category: Total Volume 2022-2027
- Table 13 Forecast Sales of RTDs by Category: Total Value 2022-2027
- Table 14 Forecast Sales of RTDs by Category: % Total Volume Growth 2022-2027
- Table 15 Forecast Sales of RTDs by Category: % Total Value Growth 2022-2027

Alcoholic Drinks in Finland - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Table 16 - Number of On-trade Establishments by Type 2016-2022

TAXATION AND DUTY LEVIES

Summary 1 - Taxation and Duty Levies on Alcoholic Drinks 2022

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 17 - Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

- Table 18 Sales of Alcoholic Drinks by Category: Total Volume 2017-2022
- Table 19 Sales of Alcoholic Drinks by Category: Total Value 2017-2022
- Table 20 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022
- Table 21 Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022
- Table 22 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022
- Table 23 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022
- Table 24 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022
- Table 25 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022
- Table 26 GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022
- Table 27 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022
- Table 28 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022
- Table 29 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027
- Table 30 Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027
- Table 31 Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027
- Table 32 Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 2 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
 trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
 country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/rtds-in-finland/report.