

Rtds in Estonia

July 2023

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Rtds in Estonia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Spirit-based format drives RTDs More sophisticated consumers lose interest in wine-based RTDs Saku Õlletehase and A Le Cog remain well ahead of the pack

PROSPECTS AND OPPORTUNITIES

Spirit-based RTDs retain competitive advantages Growth opportunities remain despite maturity Alcohol-free RTDs to tap into the mocktails trend

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Alcoholic Drinks in Estonia - 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

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DISCLAIMER

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