

Spirits in Estonia

July 2023

Table of Contents

Spirits in Estonia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Blended malt Scotch whisky and tequila (and mezcal) enjoy fast-rising popularity
Craft and labelling trends emphasise sophistication and more natural claims
Liviko leverages quality, a wide offer and strong distribution to lead spirits

PROSPECTS AND OPPORTUNITIES

Popularisation trend to push whiskies
Lidl is set to create waves in the competitive landscape
Social media focus to reach young adults

CATEGORY DATA

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

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

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 16 - Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

Table 17 - Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 18 - Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 19 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 20 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 21 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 22 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 23 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 24 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 25 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 26 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 27 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 28 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 29 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 30 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 31 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 2 - Research Sources

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