

# Spirits in Eastern Europe

June 2021

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Eastern Europe: Westernisation drives spirits

Post-pandemic recovery will have a short-term effect

White spirits maintain leadership

Flavour sophistication drives other spirits, whiskies and brandy

Mixology is on the rise

Economy and standard vodka lost 100 million litres in last five years

Taste preferences and mindful consumption shape spirits

Modern grocery is still far from saturation in Eastern Europe

Modern formats take share from independent small grocers

## LEADING COMPANIES AND BRANDS

Consolidation continues: Market leaders strengthen positions

The top nine players are strongly present in vodka

Top 10 companies have strong presence in Russia, Poland and Ukraine

Vodka continues to lead the top 10 brands in Eastern Europe

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Spirits stagnate despite per capita consumption growth

Post-pandemic recovery brings opportunities for growth

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