



Spirits in Finland

June 2025

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2024 DEVELOPMENTS

Changing attitudes to alcohol consumption hit spirits

Anora Group remains the clear leader with a strong and developing portfolio

Alko for spirits distribution in Finland

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Ongoing decline in the consumption of spirits

Sustainability and craft to remain key aspects

Domestic craft whiskies to see investment and gain momentum

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Legal purchasing age and legal drinking age

Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

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