



Euromonitor
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Beer in Finland

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KEY DATA FINDINGS

2024 DEVELOPMENTS

General decline, but some types see growth
Search for new flavours and aromas spurs beer launches
Discounters and retail e-commerce well placed to gain ground

PROSPECTS AND OPPORTUNITIES

Some value growth opportunities in new product developments
Players to increase the weight of sustainability in their operations
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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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