



Euromonitor
International

Wine in Finland

June 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Young adults turn away from wine, while there is a shift to non alcoholic wine
- Local players look to sustainability and local ingredients
- New amendment to the Alcohol Act disrupts distribution

PROSPECTS AND OPPORTUNITIES

- Non alcoholic wine to continue to gain a preference
- Disruption to the competitive landscape
- Local players to continue to use local ingredients to gain a competitive edge

CATEGORY DATA

- Table 1 - Sales of Wine by Category: Total Volume 2019-2024
- Table 2 - Sales of Wine by Category: Total Value 2019-2024
- Table 3 - Sales of Wine by Category: % Total Volume Growth 2019-2024
- Table 4 - Sales of Wine by Category: % Total Value Growth 2019-2024
- Table 5 - Sales of Wine by Off-trade vs On-trade: Volume 2019-2024
- Table 6 - Sales of Wine by Off-trade vs On-trade: Value 2019-2024
- Table 7 - Sales of Wine by Off-trade vs On-trade: % Volume Growth 2019-2024
- Table 8 - Sales of Wine by Off-trade vs On-trade: % Value Growth 2019-2024
- Table 9 - Sales of Still Red Wine by Price Segment: % Off-trade Volume 2019-2024
- Table 10 - Sales of Still Rosé Wine by Price Segment: % Off-trade Volume 2019-2024
- Table 11 - Sales of Still White Wine by Price Segment: % Off-trade Volume 2019-2024
- Table 12 - Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2019-2024
- Table 13 - GBO Company Shares of Still Light Grape Wine: % Total Volume 2020-2024
- Table 14 - NBO Company Shares of Still Light Grape Wine: % Total Volume 2020-2024
- Table 15 - LBN Brand Shares of Still Light Grape Wine: % Total Volume 2021-2024
- Table 16 - GBO Company Shares of Champagne: % Total Volume 2020-2024
- Table 17 - NBO Company Shares of Champagne: % Total Volume 2020-2024
- Table 18 - LBN Brand Shares of Champagne: % Total Volume 2021-2024
- Table 19 - GBO Company Shares of Other Sparkling Wine: % Total Volume 2020-2024
- Table 20 - NBO Company Shares of Other Sparkling Wine: % Total Volume 2020-2024
- Table 21 - LBN Brand Shares of Other Sparkling Wine: % Total Volume 2021-2024
- Table 22 - GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2020-2024
- Table 23 - NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2020-2024
- Table 24 - LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2021-2024
- Table 25 - GBO Company Shares of Non-grape Wine: % Total Volume 2020-2024
- Table 26 - NBO Company Shares of Non-grape Wine: % Total Volume 2020-2024
- Table 27 - LBN Brand Shares of Non-grape Wine: % Total Volume 2021-2024
- Table 28 - Forecast Sales of Wine by Category: Total Volume 2024-2029
- Table 29 - Forecast Sales of Wine by Category: Total Value 2024-2029
- Table 30 - Forecast Sales of Wine by Category: % Total Volume Growth 2024-2029
- Table 31 - Forecast Sales of Wine by Category: % Total Value Growth 2024-2029

EXECUTIVE SUMMARY

- Alcoholic drinks in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retail developments

On-trade vs off-trade split/faces

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

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 32 - Retail Consumer Expenditure on Alcoholic Drinks 2019-2024

MARKET DATA

Table 33 - Sales of Alcoholic Drinks by Category: Total Volume 2019-2024

Table 34 - Sales of Alcoholic Drinks by Category: Total Value 2019-2024

Table 35 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2019-2024

Table 36 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2019-2024

Table 37 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2024

Table 38 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2024

Table 39 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2024

Table 40 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2020-2024

Table 41 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2019-2024

Table 42 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2024

Table 43 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2024-2029

Table 44 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2024-2029

Table 45 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2024-2029

Table 46 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2024-2029

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SOURCES

Summary 1 - Research Sources

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