

Cider/Perry in Finland

June 2025

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Cider/Perry in Finland - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Maturity and strong competition hinder cider/perry's performance Private label continues to gain strength in the category Discounters benefits from lower prices

PROSPECTS AND OPPORTUNITIES

Decline is expected despite the rise in interest in non alcoholic cider/perry Cider/perry to feel the impact of environmental and social factors Domestic-origin cider/perry wins over local consumers

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Alcoholic Drinks in Finland - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2024: The big picture 2024 key trends Competitive landscape Retail developments On-trade vs off-trade splitfaces 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

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Contraband/parallel trade

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