



Euromonitor
International

Spirits in Estonia

June 2024

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Spirits in Estonia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Slowdown after recovery
Craft and labelling trends emphasise sophistication and more natural claims
Liviko leverages quality, a wide offer and strong distribution to lead spirits

PROSPECTS AND OPPORTUNITIES

Moderate stagnation
Growing popularity of rum and resurgence of Scotch
Social media focus to reach young adults

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Alcoholic Drinks in Estonia - Industry Overview

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On-trade vs off-trade split
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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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