

## **Rtds in Estonia**

Market Direction | 2022-08-16 | 23 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

RTDs suffered heavy losses in total volume terms in 2020 due to the government's measures to contain COVID-19 which put a significant dent in on-trade sales of these products as consumers remained at home. Despite restrictions being eased from spring 2021 the category is losing the interest of both manufacturers and consumers, with sales of RTDs seeing only a partial recovery in on-trade volume terms while off-trade volume sales posted a small decline. The cheaper options are losing ground due t...

Euromonitor International's RTDs in Estonia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Malt-based RTDs, Other RTDs, Spirit-based RTDs, Wine-based RTDs.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the RTDs market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Rtds in Estonia  
Euromonitor International  
August 2022

### List Of Contents And Tables

#### RTDS IN ESTONIA

##### KEY DATA FINDINGS

##### 2021 DEVELOPMENTS

RTDs returns to growth but suffers from growing competition from other alcoholic drinks

New product development remains key to growth

Consumers putting the cork in wine-based RTDs

##### PROSPECTS AND OPPORTUNITIES

Existing players likely to continue focusing on new flavour variations

RTDs expected to suffer from category maturity as the forecast period progresses

Alcohol-free RTDs look set to tap into the developing mocktails trend

##### CATEGORY DATA

Table 1 Sales of RTDs by Category: Total Volume 2016-2021

Table 2 Sales of RTDs by Category: Total Value 2016-2021

Table 3 Sales of RTDs by Category: % Total Volume Growth 2016-2021

Table 4 Sales of RTDs by Category: % Total Value Growth 2016-2021

Table 5 Sales of RTDs by Off-trade vs On-trade: Volume 2016-2021

Table 6 Sales of RTDs by Off-trade vs On-trade: Value 2016-2021

Table 7 Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 8 Sales of RTDs by Off-trade vs On-trade: % Value Growth 2016-2021

Table 9 GBO Company Shares of RTDs: % Total Volume 2017-2021

Table 10 □NBO Company Shares of RTDs: % Total Volume 2017-2021

Table 11 □LBN Brand Shares of RTDs: % Total Volume 2018-2021

Table 12 □Forecast Sales of RTDs by Category: Total Volume 2021-2026

Table 13 □Forecast Sales of RTDs by Category: Total Value 2021-2026

Table 14 □Forecast Sales of RTDs by Category: % Total Volume Growth 2021-2026

Table 15 □Forecast Sales of RTDs by Category: % Total Value Growth 2021-2026

#### ALCOHOLIC DRINKS IN ESTONIA

##### EXECUTIVE SUMMARY

Alcoholic drinks in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

##### MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Opening hours

On-trade establishments

## TAXATION AND DUTY LEVIES

Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2021

## OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

## KEY NEW PRODUCT LAUNCHES

Outlook

## MARKET INDICATORS

Table 16 Retail Consumer Expenditure on Alcoholic Drinks 2016-2021

## MARKET DATA

Table 17 Sales of Alcoholic Drinks by Category: Total Volume 2016-2021

Table 18 Sales of Alcoholic Drinks by Category: Total Value 2016-2021

Table 19 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2016-2021

Table 20 Sales of Alcoholic Drinks by Category: % Total Value Growth 2016-2021

Table 21 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2021

Table 22 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2021

Table 23 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2021

Table 24 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2021

Table 25 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2017-2021

Table 26 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2016-2021

Table 27 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2020

Table 28 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2021-2026

Table 29 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2021-2026

Table 30 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2021-2026

Table 31 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2021-2026

## DISCLAIMER

## SOURCES

Summary 2 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Rtds in Estonia

Market Direction | 2022-08-16 | 23 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-05-06
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com