

Spirits in Estonia

Market Direction | 2022-08-16 | 27 pages | Euromonitor

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Report description:

Spirits recorded a steep decline in total volume terms in 2020 with sales declining not only in on-trade volume terms but also off-trade volume terms, with sales seeing only a partial recovery in 2021. This was partly because spirits are considerably more expensive than other alcoholic drinks and as such were harder hit by consumers curbing their discretionary spending in response to the economic impact of COVID-19. Similarly, the higher ABV content of spirits means the category has come under g...

Euromonitor International's Spirits 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: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

Why buy this report?

- * Get a detailed picture of the Spirits 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.

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Craft spirits and clearer labelling helping to drive interest in spirits

Liviko remains undisputed leader thanks to ongoing investment in the category

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