

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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Table of Contents:

Spirits in Estonia
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List Of Contents And Tables

SPIRITS IN ESTONIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Spirits continue to suffer from high prices and unhealthy reputation

Craft spirits and clearer labelling helping to drive interest in spirits

Liviko remains undisputed leader thanks to ongoing investment in the category

PROSPECTS AND OPPORTUNITIES

Vodka set to decline despite ongoing investment in the category

Liviko could face growing competition from both ends of the price spectrum

Players likely to focus on social media as a way to reach consumers

CATEGORY DATA

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Table 15 Forecast Sales of Spirits 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

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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

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SOURCES

Summary 2 Research Sources

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