

Wine 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:

Changes in shopping and drinking patterns during the COVID-19 pandemic have led to a shift towards larger packaging formats, such as bag-in-a-box, and small packaging formats, such as cans. Canned wine in particular has been gaining broader consumer acceptance for some time, and this trend has been hastened by the pandemic. Consumers have seen the value in bag-in-box wine which does not need to be consumed as quickly as bottled wine after opening, allowing consumers to exercise greater control o...

Euromonitor International's Wine 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: Fortified Wine and Vermouth, Non-Grape Wine, Sparkling Wine, Still Light Grape Wine.

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

Why buy this report?

- * Get a detailed picture of the Wine 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

www.scotts-international.com

Table of Contents:

Wine in Estonia
Euromonitor International
August 2022

List Of Contents And Tables

WINE IN ESTONIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Focus on portion control informs packaging while vermouth continues to benefit from cocktail trend

Wine sales remain stable as consumers rediscover the joy of drinking at home

Other sparkling wine benefits from new consumption occasions

PROSPECTS AND OPPORTUNITIES

Sparkling wine set to benefit from new products and increased consumption

The variety of wine is set to continue expanding as consumers develop more sophisticated palates

The entry of Lidl into the market could shake up the competitive landscape

CATEGORY DATA

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

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

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

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

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

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

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

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

Table 9 Forecast Sales of Wine by Category: Total Volume 2021-2026

Table 10 □Forecast Sales of Wine by Category: Total Value 2021-2026

Table 11 □Forecast Sales of Wine by Category: % Total Volume Growth 2021-2026

Table 12 □Forecast Sales of Wine 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

Opening hours

On-trade establishments

TAXATION AND DUTY LEVIES

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

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 13 Retail Consumer Expenditure on Alcoholic Drinks 2016-2021

MARKET DATA

Table 14 Sales of Alcoholic Drinks by Category: Total Volume 2016-2021

Table 15 Sales of Alcoholic Drinks by Category: Total Value 2016-2021

Table 16 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2016-2021

Table 17 Sales of Alcoholic Drinks by Category: % Total Value Growth 2016-2021

Table 18 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2021

Table 19 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2021

Table 20 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2021

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

Table 22 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2017-2021

Table 23 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2016-2021

Table 24 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2020

Table 25 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2021-2026

Table 26 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2021-2026

Table 27 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2021-2026

Table 28 □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

www.scotts-international.com

Wine 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	2025-06-25
		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