

## **Wine in Estonia**

Market Direction | 2023-07-11 | 23 pages | Euromonitor

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### **Report description:**

As in 2021, "other" fortified wine posted the fastest total volume growth in 2022. This performance can be explained by the lower prices of these types of products, compared with other options in wine categories. Due to the effects of galloping inflation on household budgets and purchasing decisions, more and more consumers looked for lower-priced alternatives, even to their favourite tipples in some cases. "Other" fortified wine fit the bill for some consumers towards the end of the review peri...

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 (2018-2022), 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 2027 illustrate how the market is set to change.

Product coverage: Fortified Wine and Vermouth, Non Alcoholic Wine, 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.

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Widening variety boosts awareness and interest in wine

Still wine suffers from maturity while new consumption occasions boost sparkling wine

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