

Wine in Finland

Market Direction | 2024-06-18 | 35 pages | Euromonitor

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Report description:

Wine in Finland saw declining sales in total volume terms in 2023. This was attributable entirely to a decrease in off-trade consumption, following the revival of personal imports from the neighbouring countries of Estonia and Latvia, where unit prices are more affordable.

Euromonitor International's Wine in Finland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2019-2023), 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 2028 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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KEY DATA FINDINGS

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White wine enjoys new status as preferred beverage

Rose wines have year-round appeal, in line with growing preference for lighter, fresher styles

Non-alcoholic wine grow increasingly popular

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Premium wines will drive sales in mature market

Sustainably-produced and berry wines are poised to gain further recognition

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