



Wine in Estonia

June 2024

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Wine in Estonia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Stagnation overall whilst sparkling wines gain popularity
Widening variety boosts awareness and interest in wine
Still wine suffers from maturity while new consumption occasions boost sparkling wine

PROSPECTS AND OPPORTUNITIES

Wine popularisation trend to stimulate strong sales growth
Growth of non-alcoholic wines
Old and new world wine preferences

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Alcoholic Drinks in Estonia - Industry Overview

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On-trade vs off-trade split
What next for alcoholic drinks?

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Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

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