



# Spirits in Estonia

July 2025

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## Spirits in Estonia - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Spirits particularly hard hit by weakened purchasing power among Estonians

Liviko remains the outright leader in 2024

Supermarkets still the top retail distribution channel

#### PROSPECTS AND OPPORTUNITIES

Moderation trend and maturity of vodka set to constrain overall growth potential

Premiumisation expected to become more visible across spirits

More players likely to introduce flavoured and lower ABV options

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

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Legal purchasing age and legal drinking age

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Advertising  
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Opening hours  
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