



Spirits in Finland

June 2024

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Spirits in Finland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sober curious trend contributes to decline in spirits sales
Cocktail-making trend spurs demand for tequila and white rum
Focus on locally-sourced premium ingredients

PROSPECTS AND OPPORTUNITIES

Manufacturers will invest in premiumisation in order to inject growth into mature category
Sustainability and social responsibility are growing concerns
Further investment in visitor experiences

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