



# 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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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology  
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Retailing developments  
On-trade vs off-trade split  
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