

Wine in Finland

June 2024

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Wine in Finland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

White wine enjoys new status as preferred beverage

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

Non-alcoholic wine grow increasingly popular

PROSPECTS AND OPPORTUNITIES

Premium wines will drive sales in mature market

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

Wine industry will continue to experiment with environmentally-friendly packaging

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Retailing developments

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Legal purchasing age and legal drinking age

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