



Euromonitor
International

Beer in Finland

August 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Beer Summary

INDUSTRY PERFORMANCE

Sinebrychoff Oy Ab Drives Non Alcoholic Beer Surge with Bold Flavour Launches

Chart 1 - Three New Crisp Radler 0,0% Trendy and Exotic Flavours: Pineapple, Citrus, and Mango-Passion

Lahden Erikois and Mallaskoski Inspire Renewed Interest with Local Innovation

Health-Driven Choices and New Occasions Reshape Demand for Non-Alcoholic Options

Chart 2 - Volume Sales 2020-2030

Chart 3 - Volume Sales by Category 2025

WHAT'S NEXT?

Olvi Accelerates Carbon-Neutral Initiatives as Consumers Demand Local Sustainability

S Group'S Kotimaista Range Expands as Consumers Seek Premium and Value Options

Chart 4 - Forecast Volume Sales 2020-2030

Chart 5 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Olvi Accelerates Expansion with Acquisitions and Bold Launches

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

CHANNELS

Hypermarkets and Supermarkets Widen Reach as New Rules Boost Accessibility

Collaborations Expand Portfolios and Drive Consumer Engagement

Retail E-Commerce Remains Niche as In-Store Shopping Prevails

ECONOMIC CONTEXT

Chart 8 - Economic Context for Beer

Chart 9 - Real GDP Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Beer

Chart 12 - Population 2020-2030

Chart 13 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 14 - Key Industry Trends for Alcoholic Drinks

INDUSTRY PERFORMANCE

Olvi Oyj Leverages Innovation and Wellness to Drive Non Alcoholic Launches

Coolhead Brew Captures Attention with Bold Flavour Experimentation

Chart 15 - Coolhead Salmiac Licorice Blackcurrant Sour 6% Making Waves in Finland

Chart 16 - Muteman Premium Rhubarb 0.0% Rtd Targeting Adult Taste

Finns Embrace Moderation and Value Amid Economic Pressure

Chart 17 - Volume Sales 2020-2030

Chart 18 - Volume Sales by Category 2025

WHAT'S NEXT?

Polarised Spending and Premium Launches Reshape Consumer Behaviour

Non Alcoholic Innovation and Local Storytelling Drive Future Growth

Chart 19 - Forecast Volume Sales 2020-2030

Chart 20 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 21 - Analyst Insight for Alcoholic Drinks

Olvi Oyj Expands Reach as Hartwall Strengthens through Acquisitions

Rye Rye Oy and Coolhead Brew Drive Innovation with Award-Winning Launches

Chart 22 - Company Shares 2025

Chart 23 - Brand Shares 2025

CHANNELS

Hypermarkets and Supermarkets Capture Sales as Alko Loses Share

Draft Legislation Delays Limit Growth in Digital Alcohol Sales

MARKET BACKGROUND

Legislation

Legal Purchasing Age and Legal Drinking Age

Drink Driving

Advertising

Smoking Ban

Opening Hours

On-Trade Establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/Parallel Trade

Duty Free

Cross-Border/Private Imports

ECONOMIC CONTEXT

Chart 24 - Economic Context for Alcoholic Drinks

Chart 25 - Real GDP Growth 2020-2030

Chart 26 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 27 - Consumer Context for Alcoholic Drinks

Chart 28 - Population 2020-2030

Chart 29 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/beer-in-finland/report.