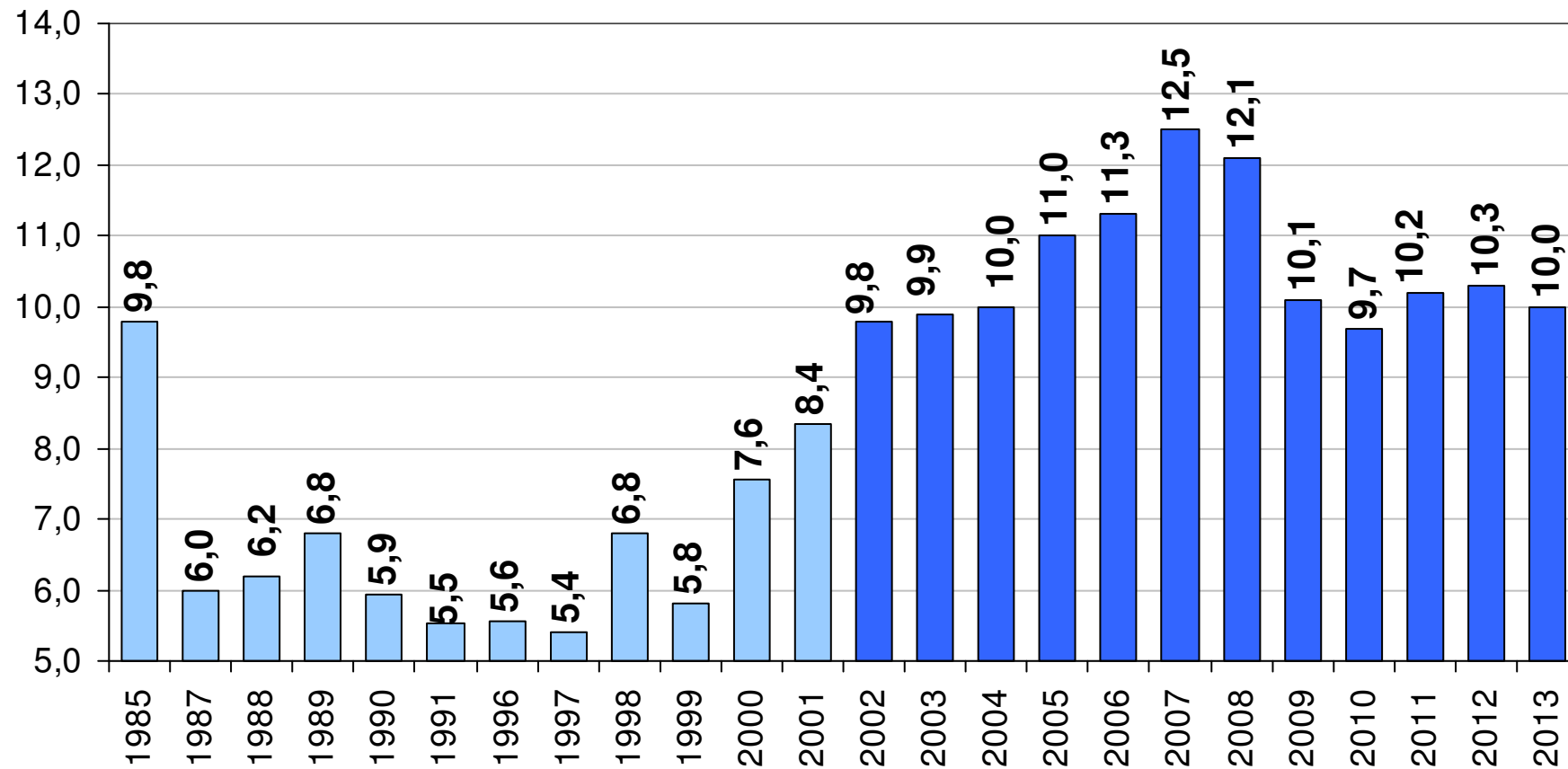


Alkohol market, consumption and taxes in Estonia

Marje Josing
3. March 2015

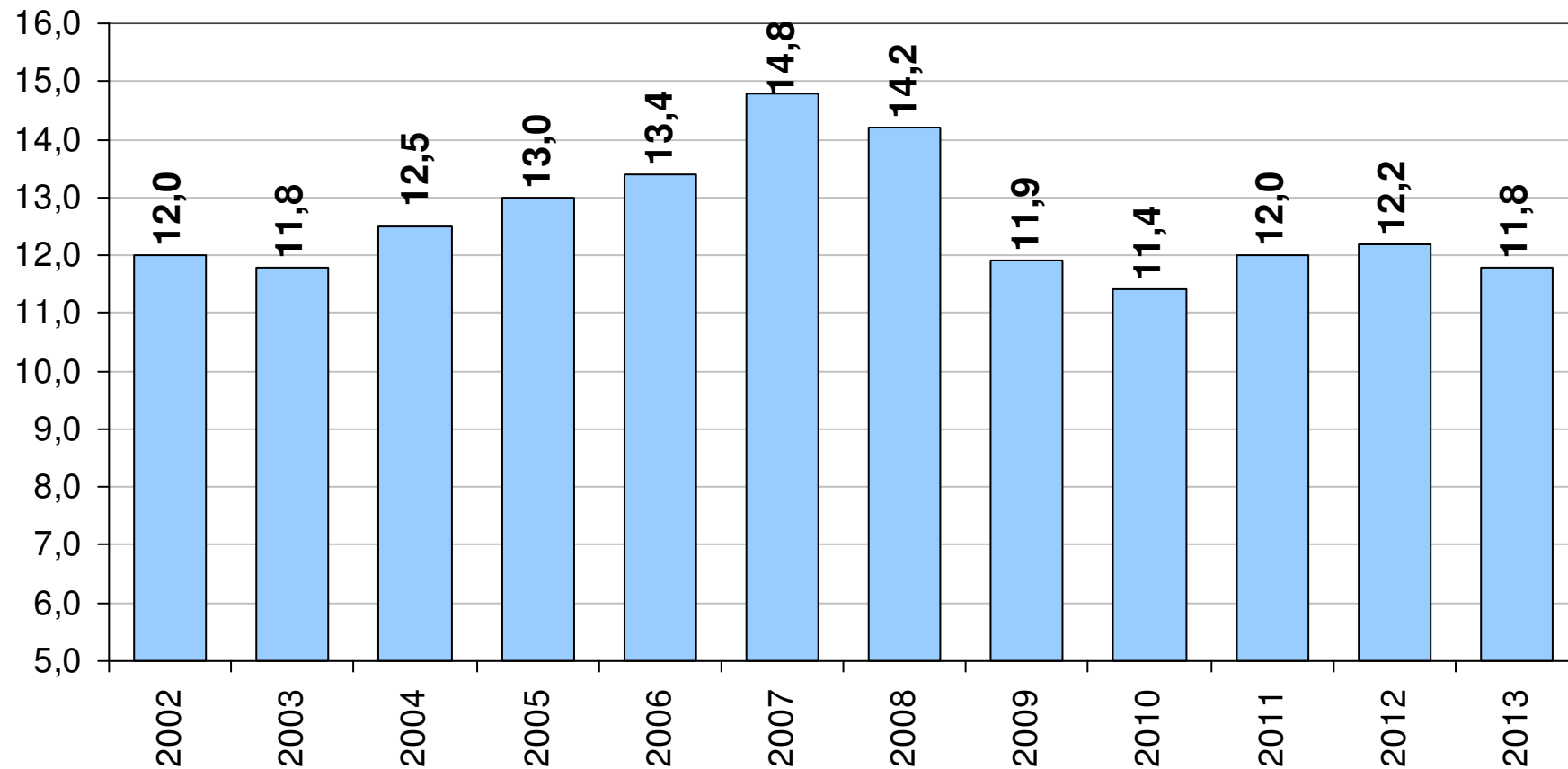
Consumption of alcohol in Estonia (litres per capita in 100% alcohol)



* legal sales only 1985-2001, beginning from 2002 has illegal market included and deducted tourists purchases. Since 2006. additionally tourists consumption in Estonia has deducted

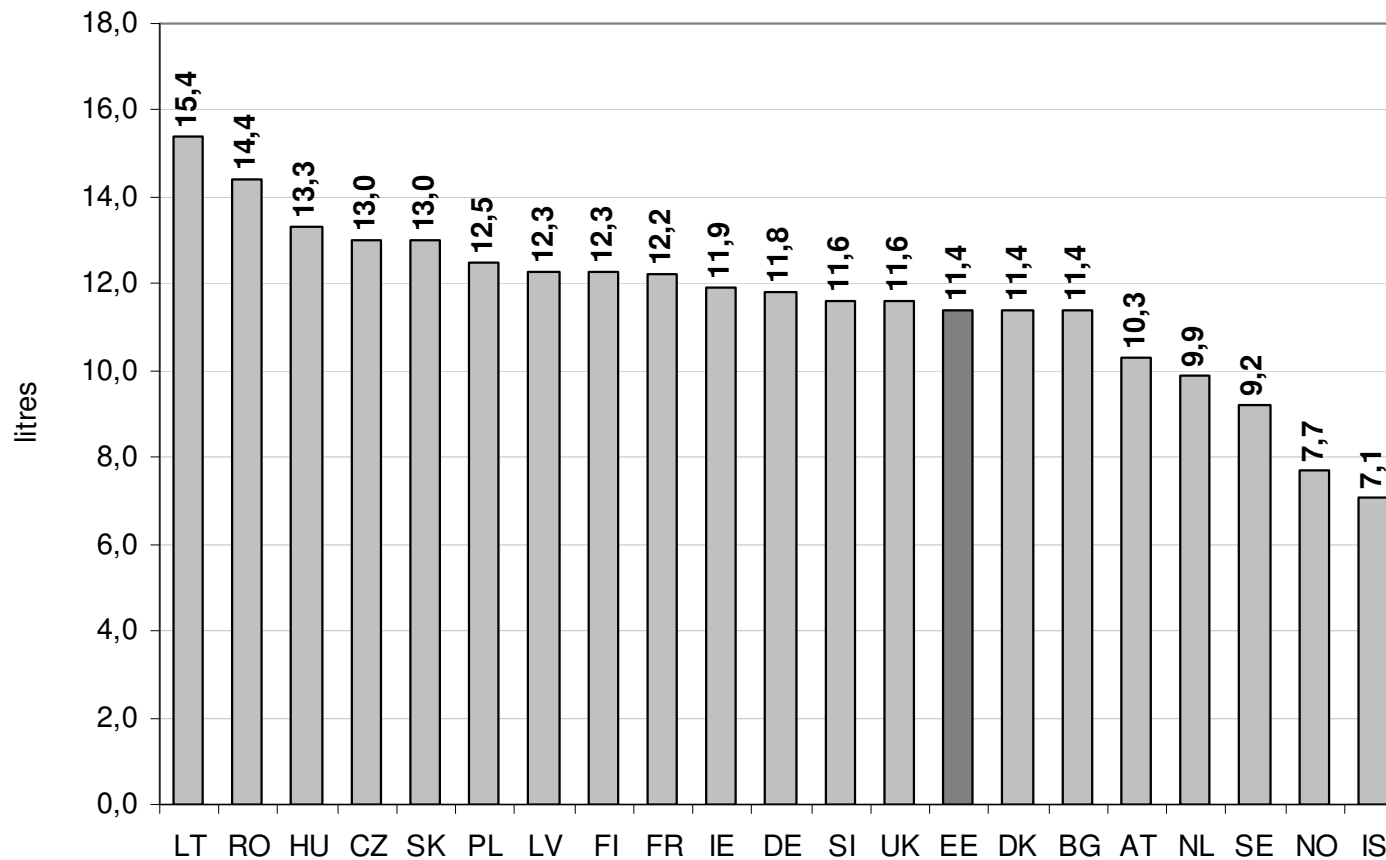
Consumption of alcohol in Estonia

(litres per capita aged 15+ in 100% alcohol)



* legal sales only 1985-2001, beginning from 2002 has illegal market included and deducted tourists purchases. Since 2006. additionally tourists consumption in Estonia has deducted

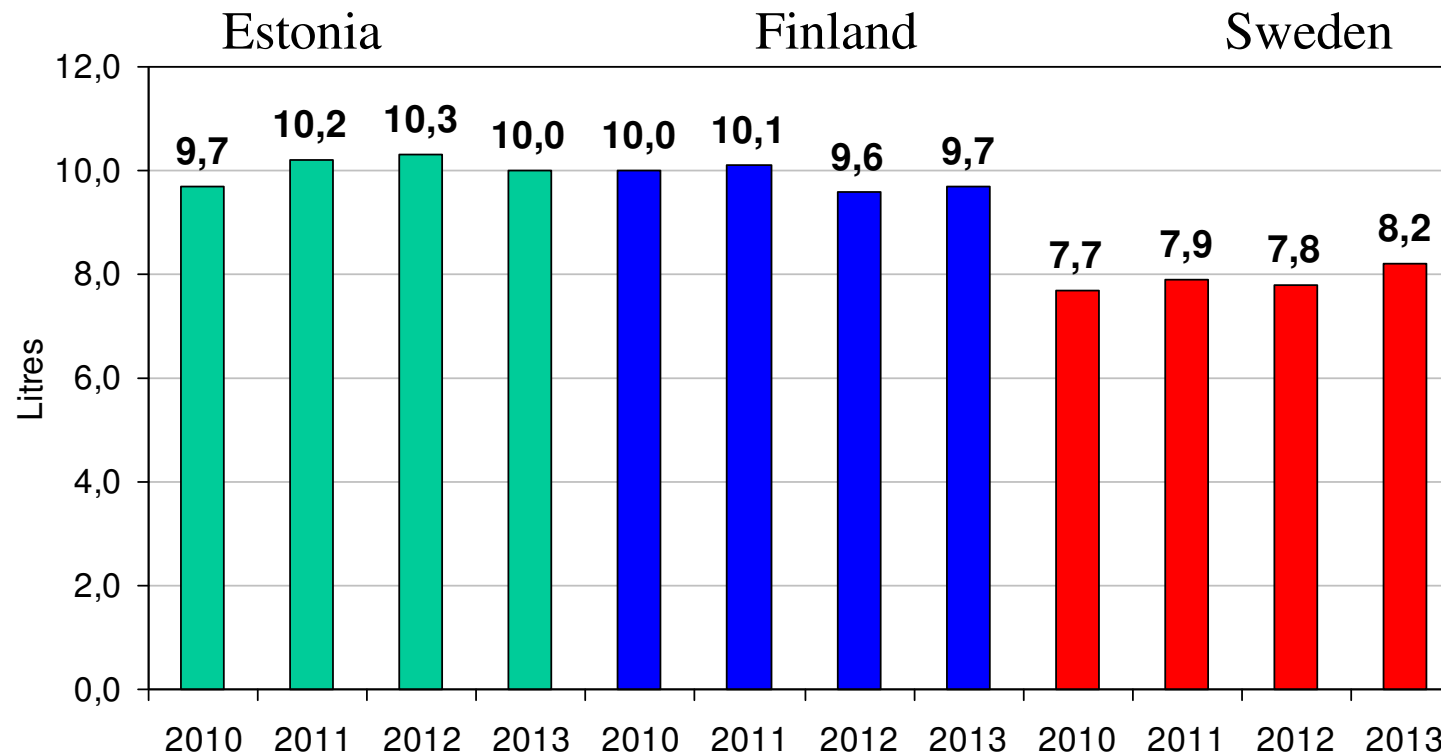
Consumption of pure alcohol of adults (15+) in European countries in 2010



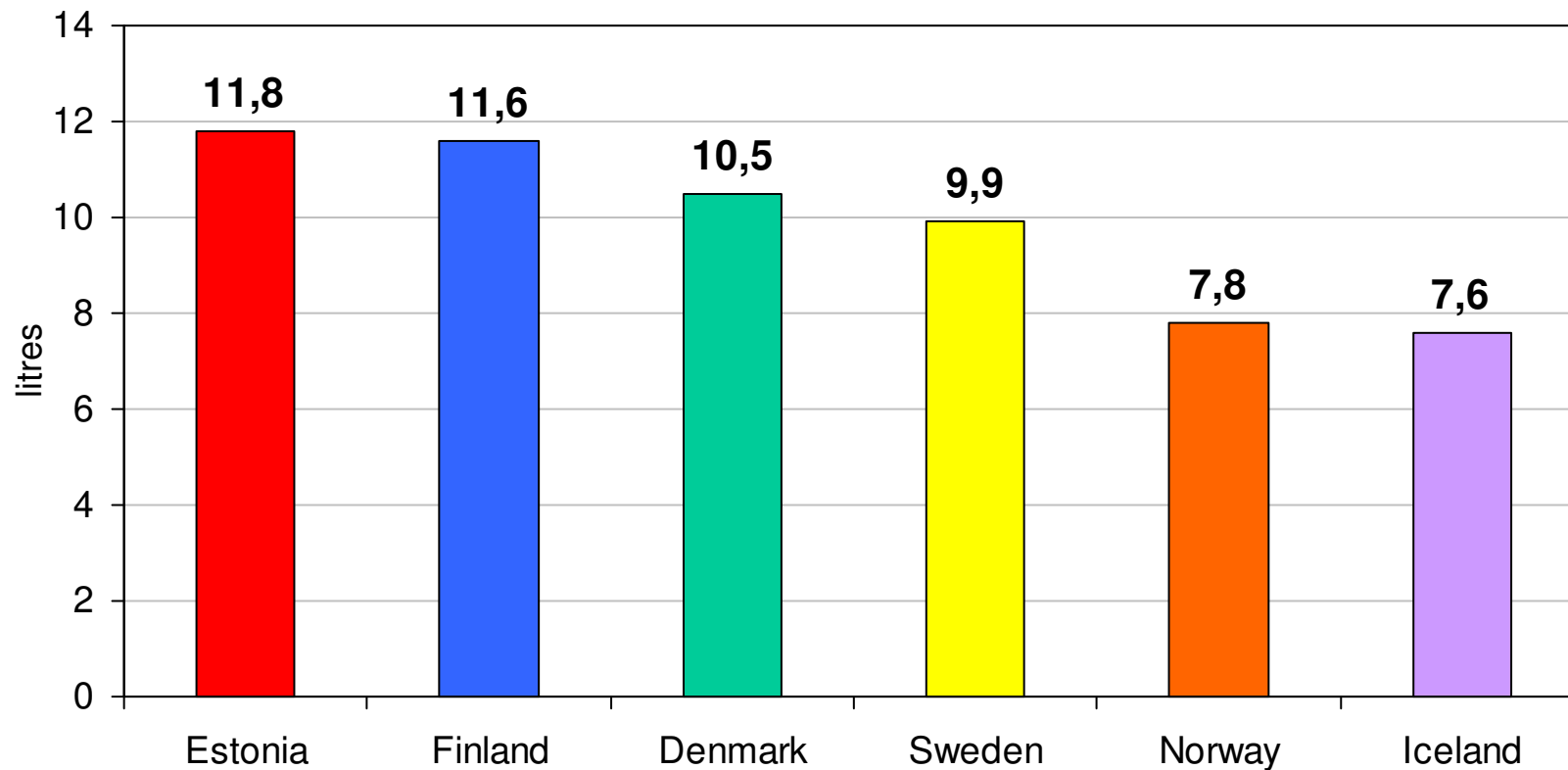
Allikas: Global Status Report on Alcohol and Health 2014, WHO

Alcohol consumption in Estonia, Finland and Sweden, 2010 – 2013

(litres per capita in 100% alcohol)

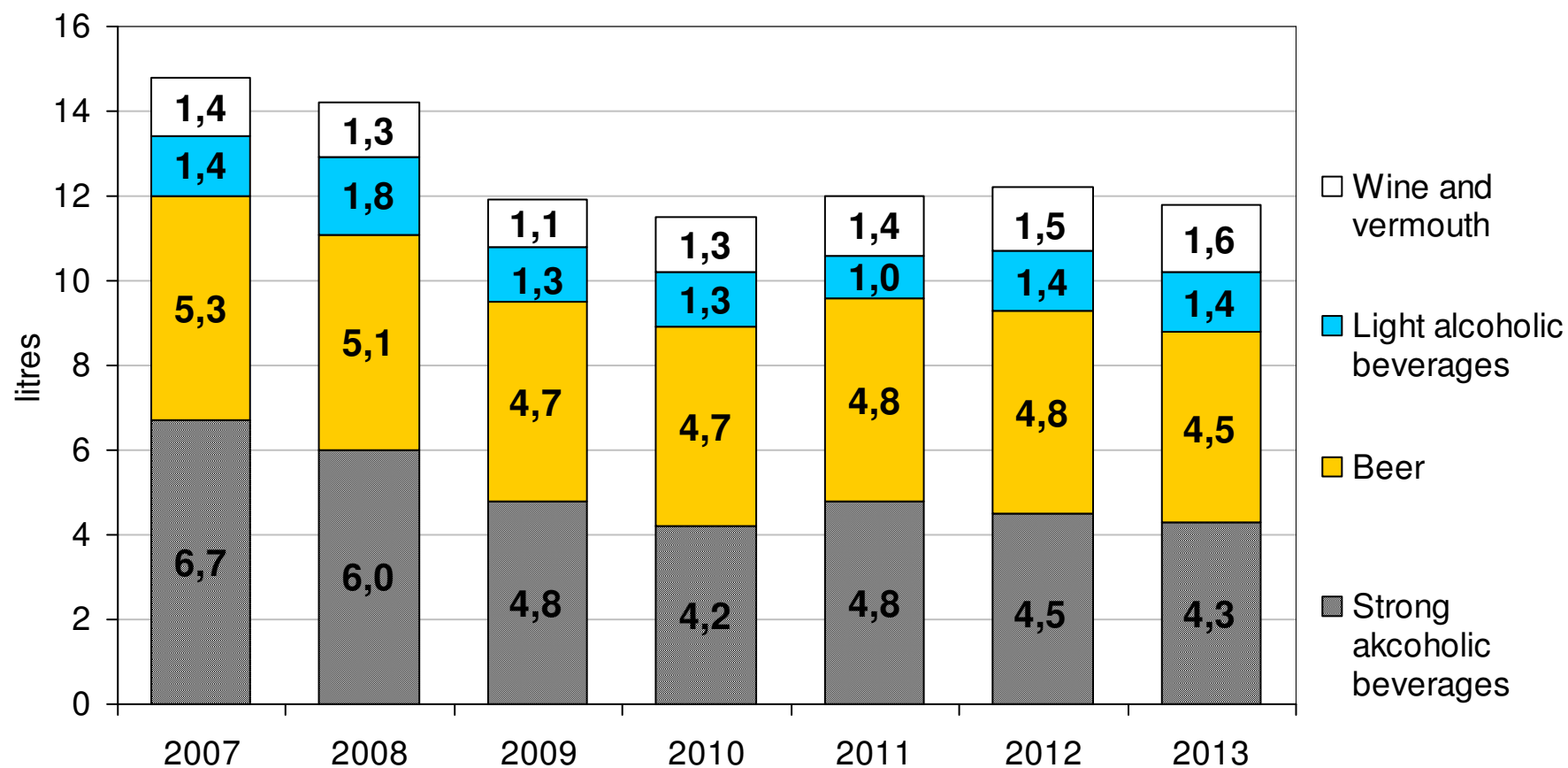


Alcohol consumption in Nordic countries and Estonia in 2013. (litres per capita aged 15 and over in 100% alcohol)



Consumption of alcohol

(litres per capita 15 and over in 100% alcohol)



Consumption of alcohol in Estonia (litres per capita 15 and over in 100% alcohol)

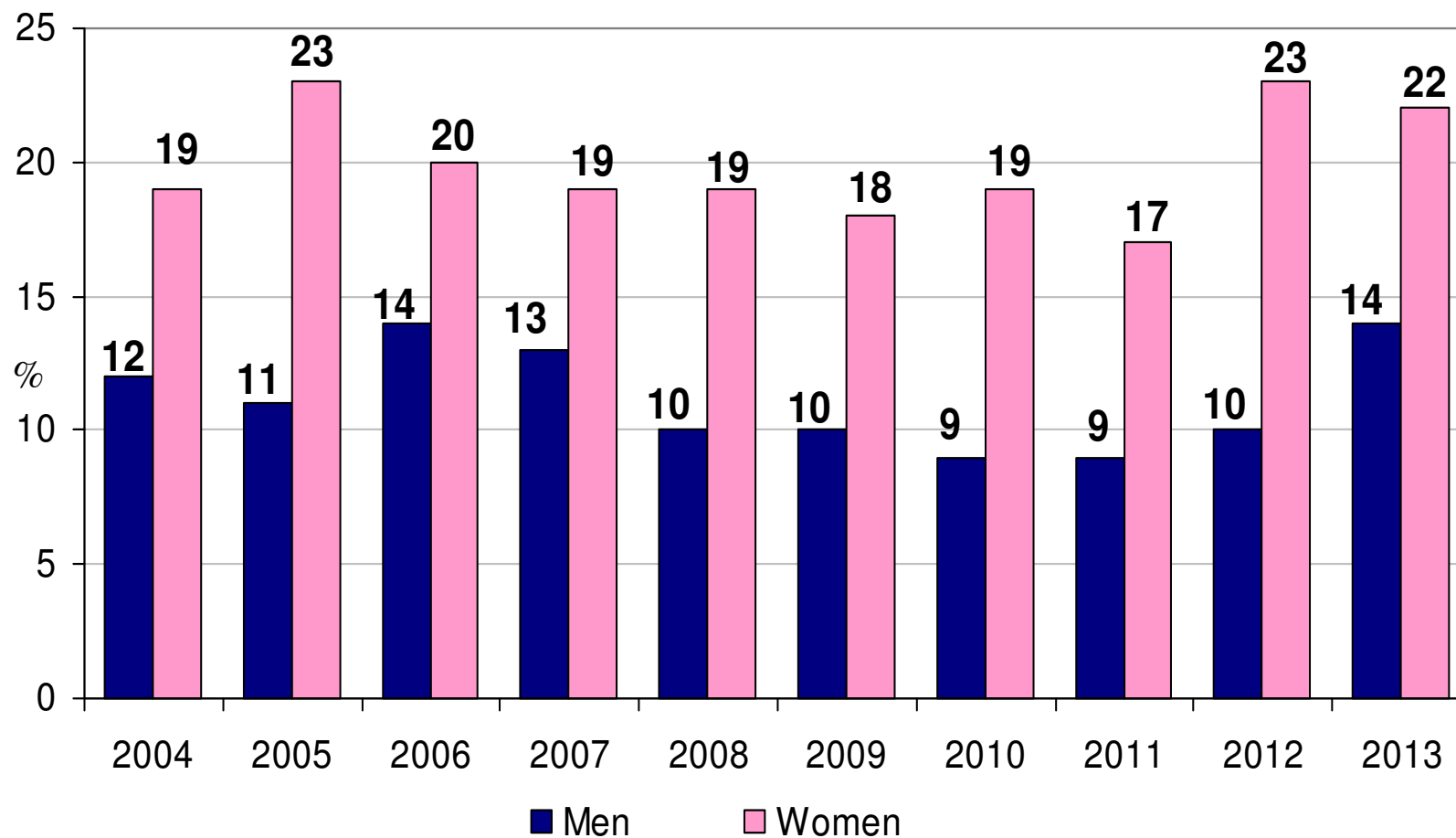
	<u>2012</u>	<u>2013</u>
• Legal sales*	+ 16,97	17,51
• Illegal sales	+ 0,88	0,83
• Alcoholic beverages exported by tourists	- 4,73	5,42
• Alcoholic beverages consumed by tourists in Estonia	- 0,97	1,08
• Total	= 12,15	11,84

* Legal sales = production + import - export

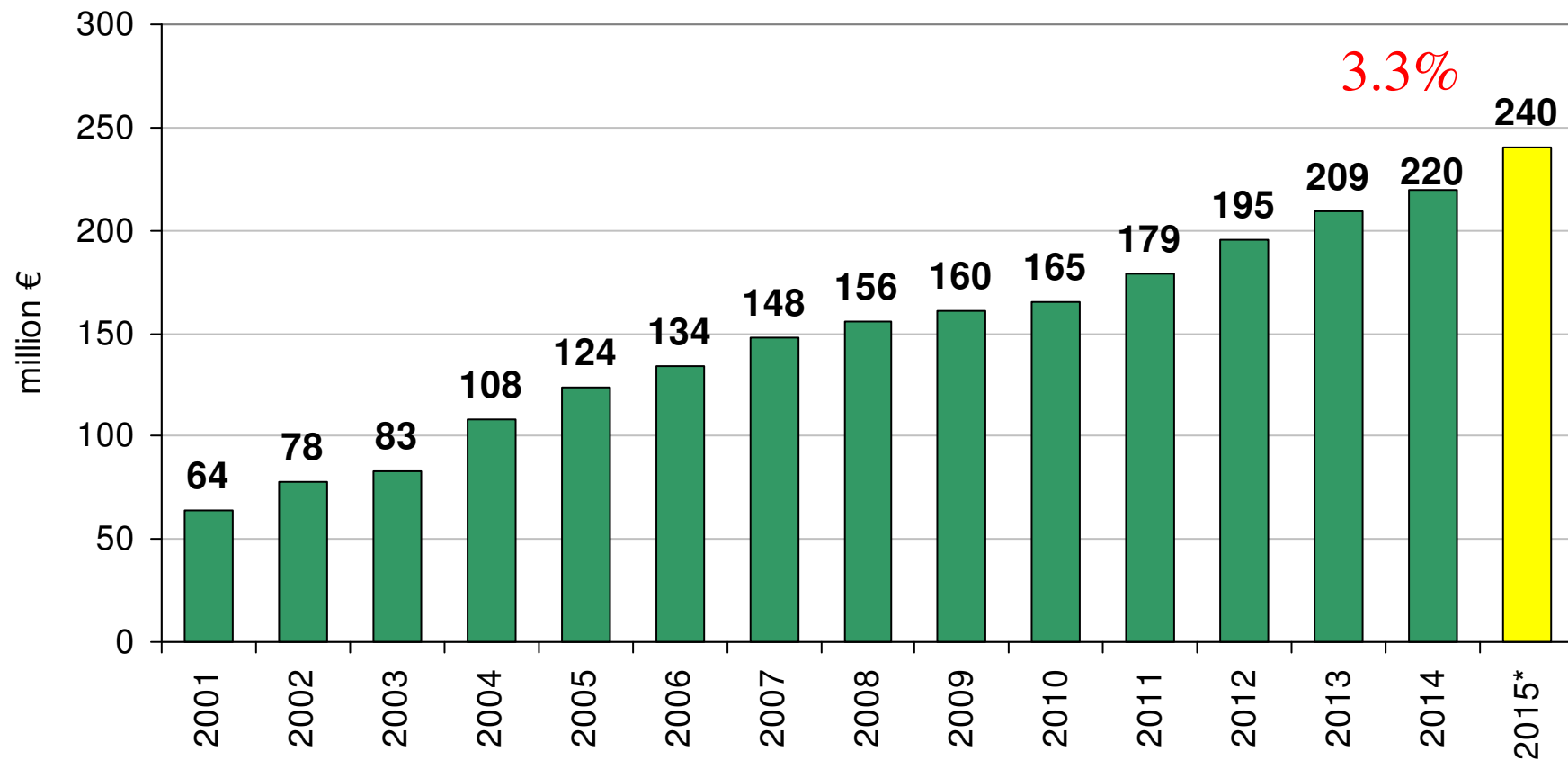
Consumption of alcoholic beverages in Estonia 2013 (per capita 15 and over)

	litres	litres in 100% alcohol
• Strong alcoholic beverages	11,2	4,27
– <i>incl vodka</i>	6,9	2,60
• Beer	87,0	4,56
• Wine and vermouth	13,0	1,59
• Light alcoholic beverages	20,9	1,42
• Total		11,84

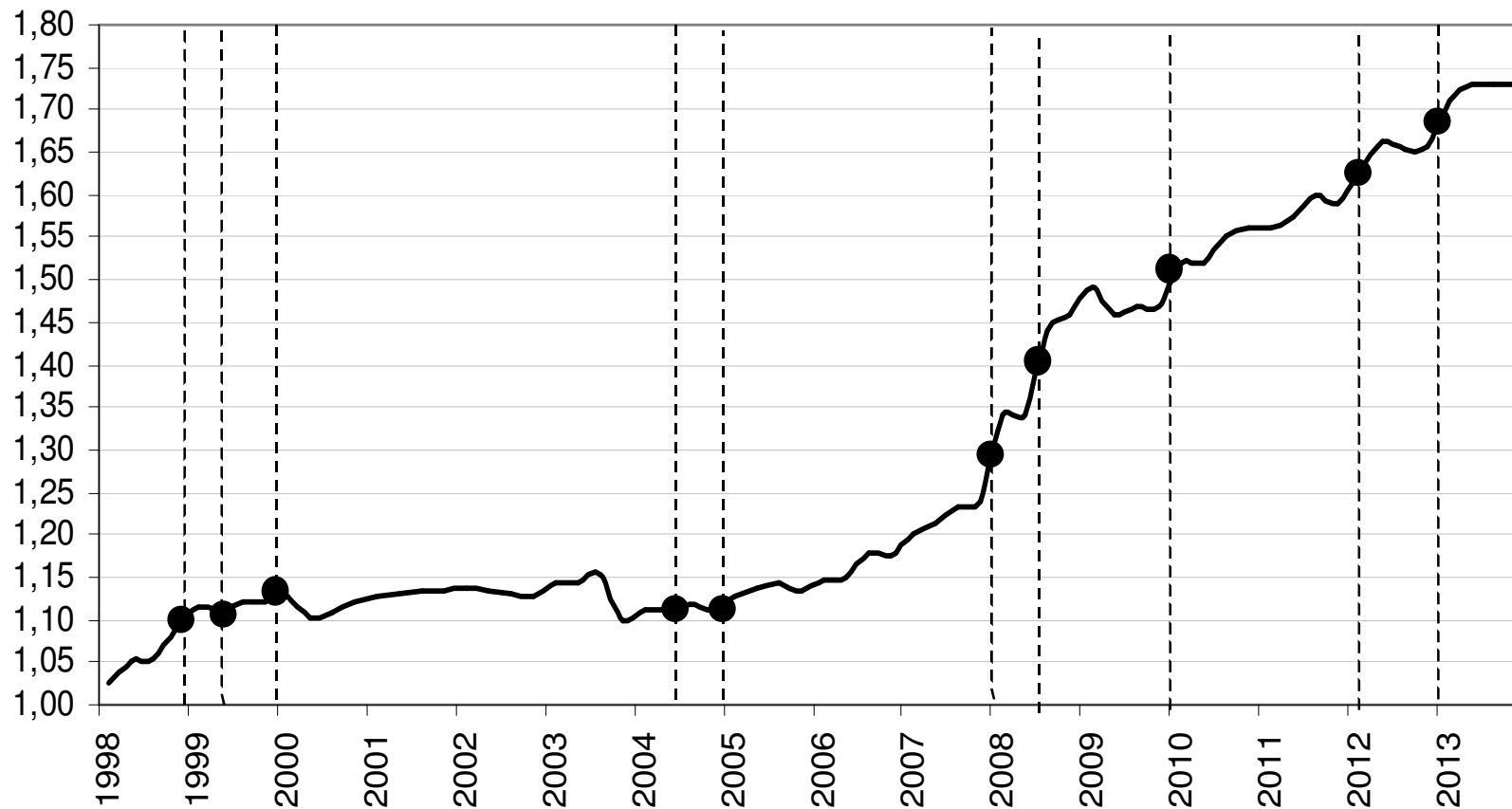
Percentage of men and women who does not consume alcohol (% of men and women)



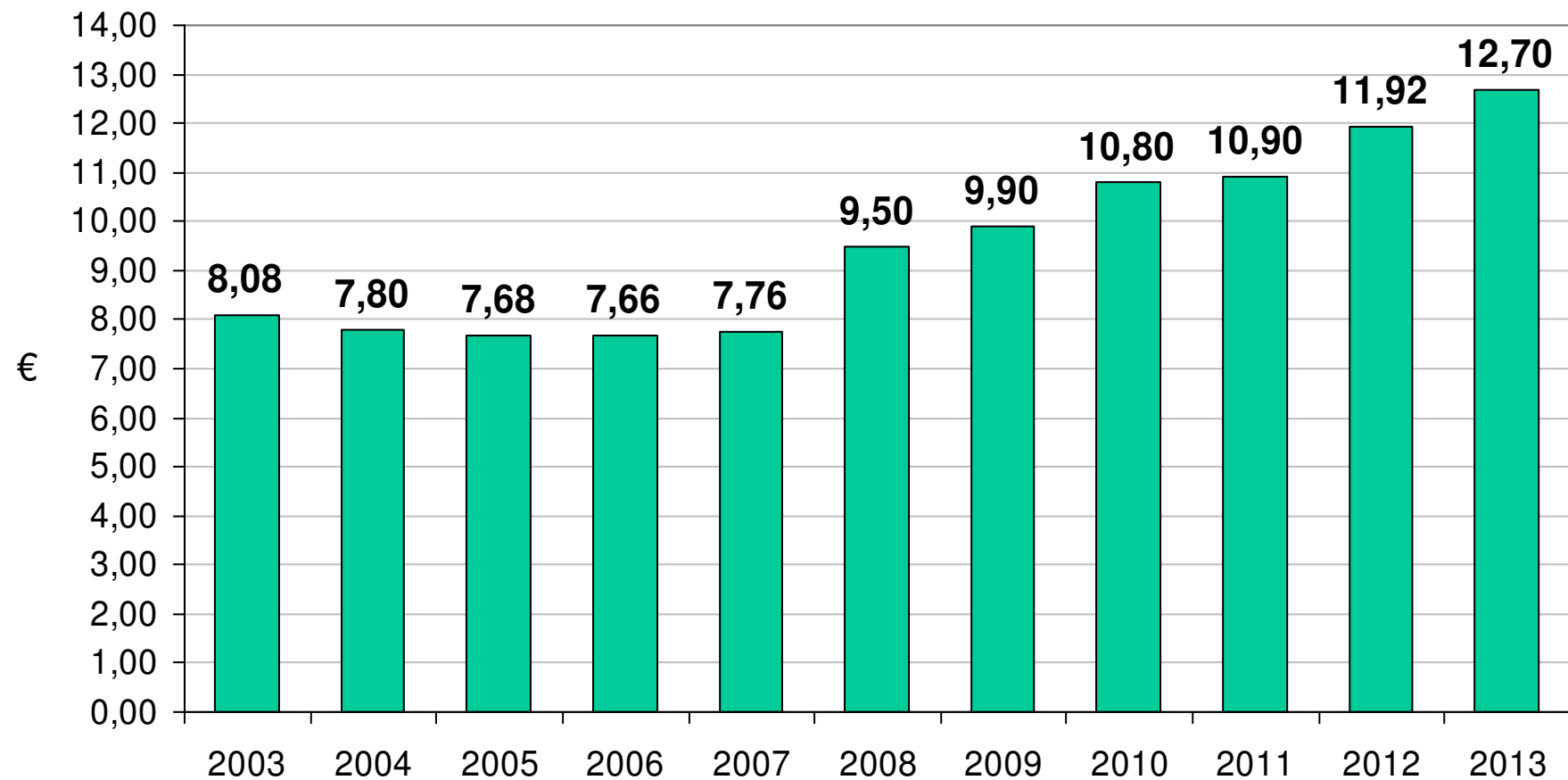
Alcohol excise revenue (million €)



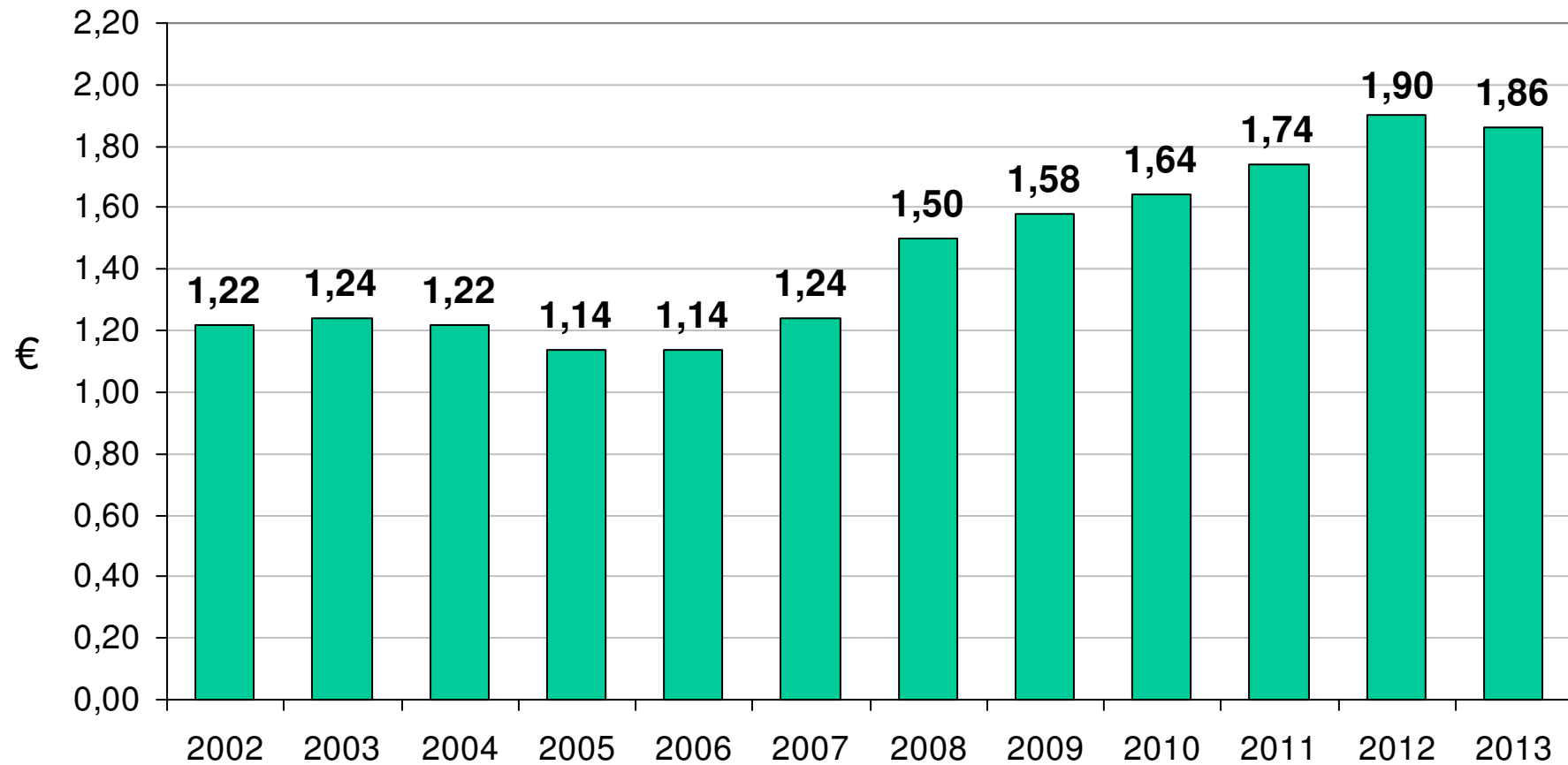
Consumer price index of alcoholic beverages and changes of excise duties (1997=1)



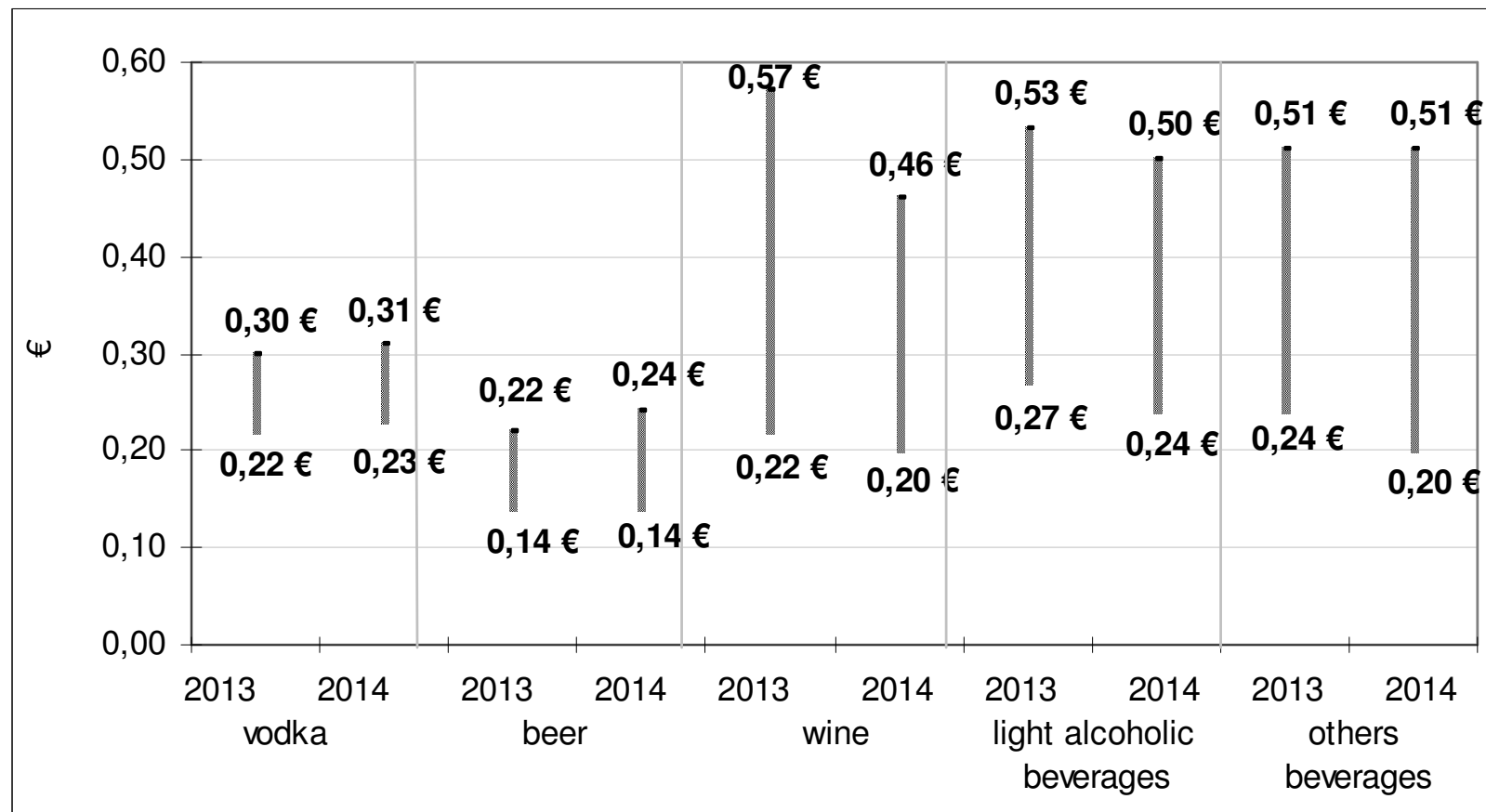
Average retail price of vodka (€/litre)



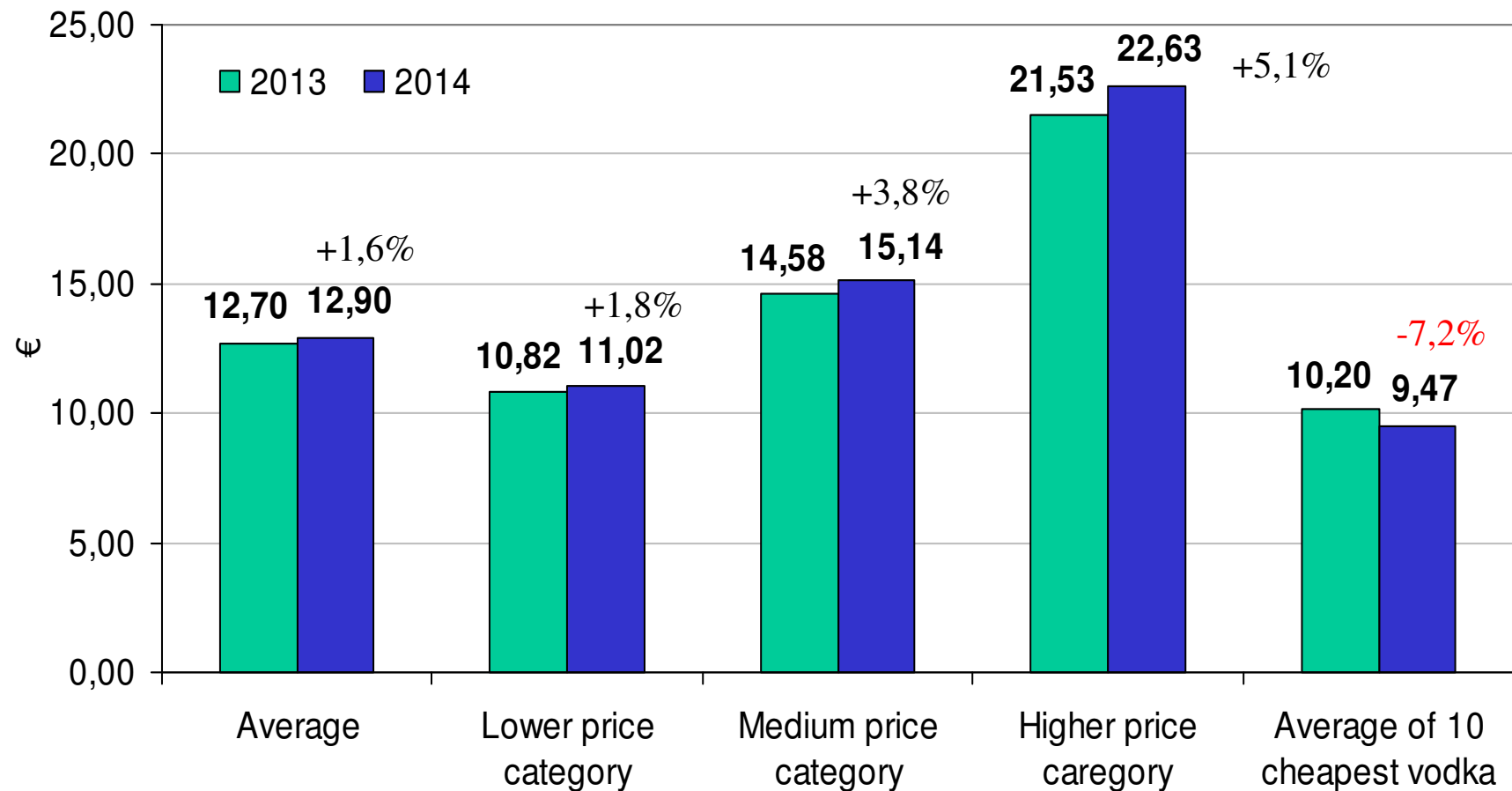
Average retail price of mild beer (€/litre)



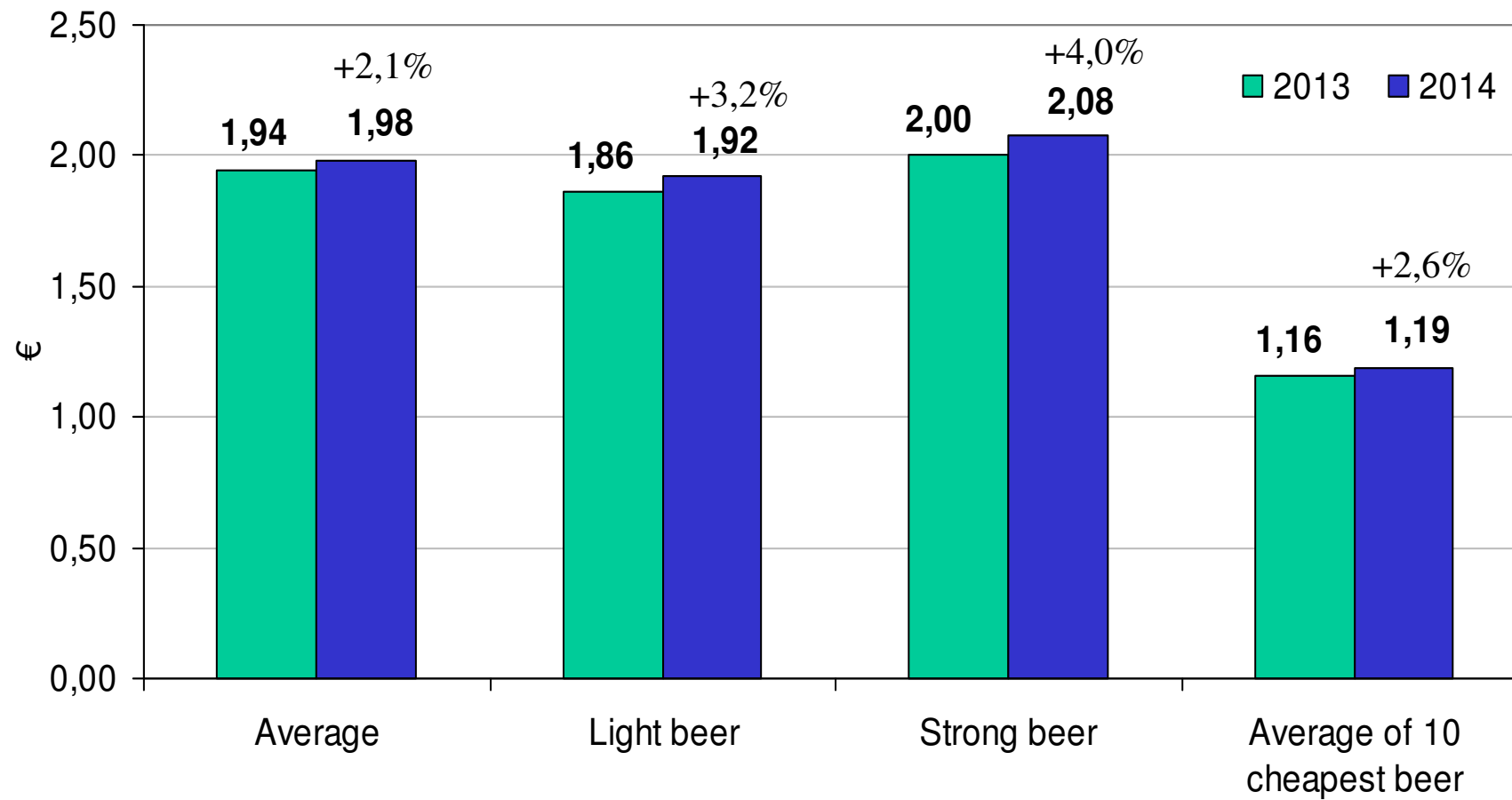
Price range of 25 most cheapest alcoholic beverages (€ per 10 ml pure alcohol, December 2014)



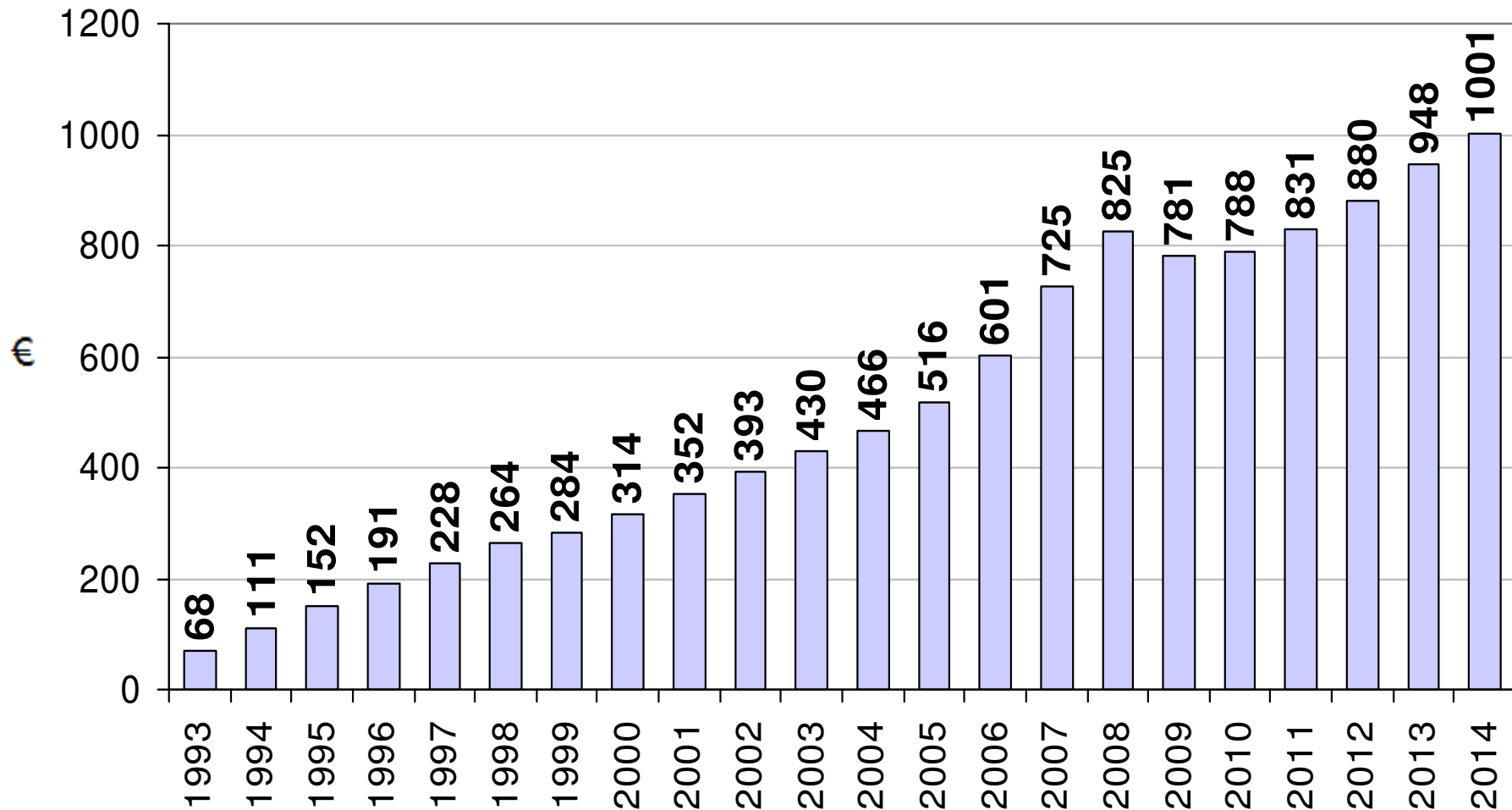
Retail prices of vodka (€/litre)



Retail prices of beer (€/litre)

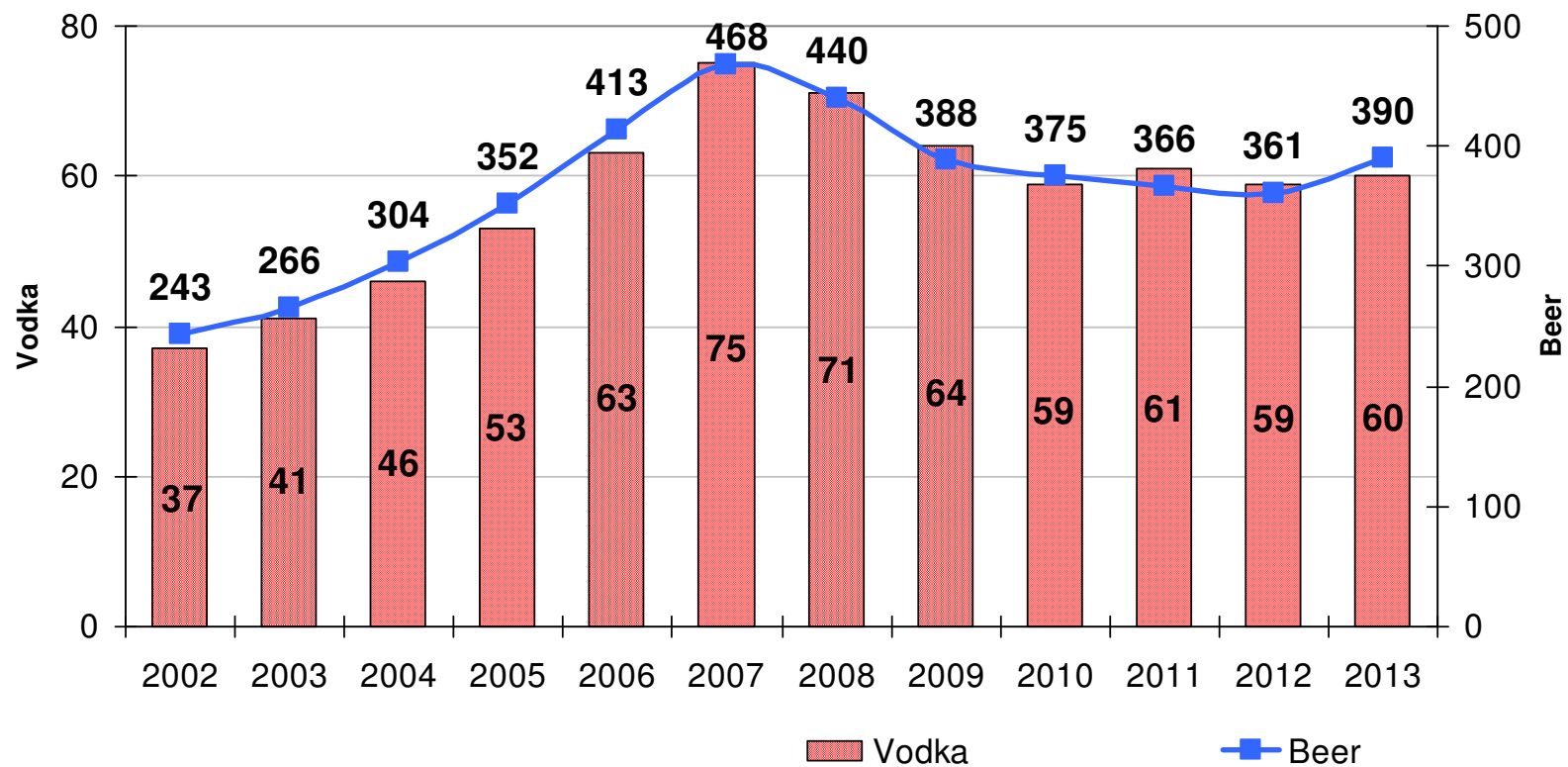


Average monthly wage (€/month)

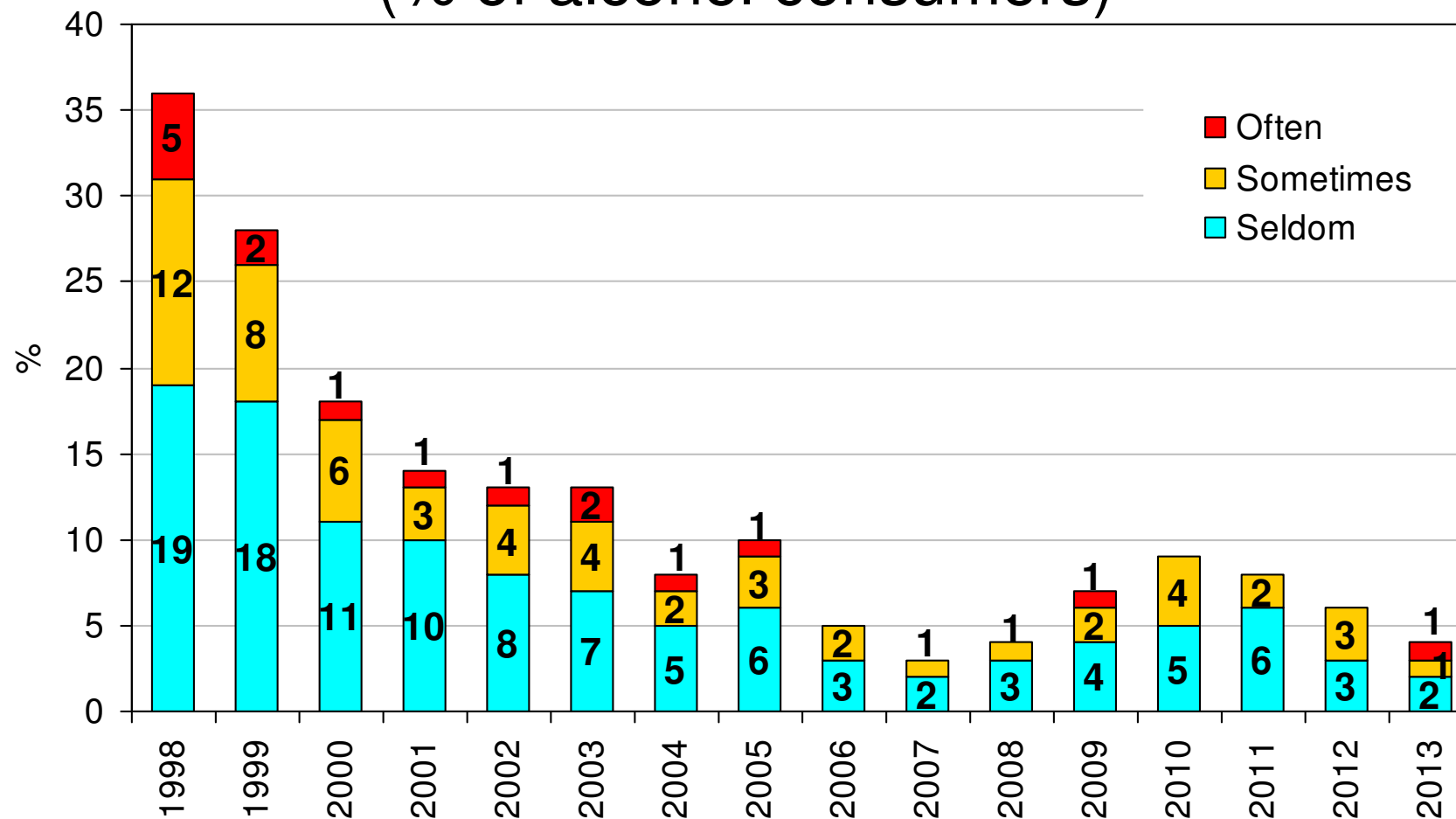


Quantities of beer or vodka one can possibly buy for average net monthly wage

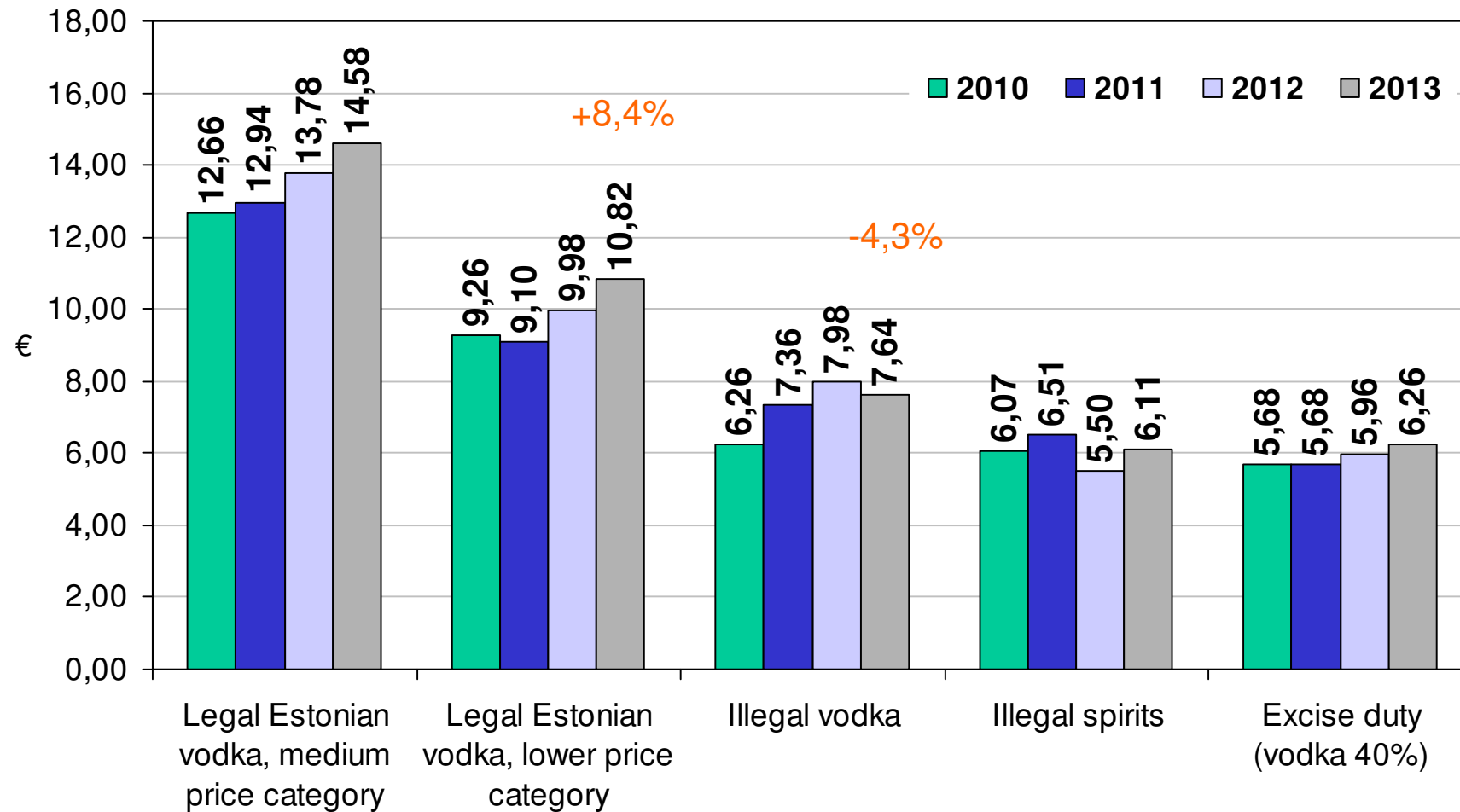
(average monthly wage divided by retail price of 1 litre of beer or vodka)



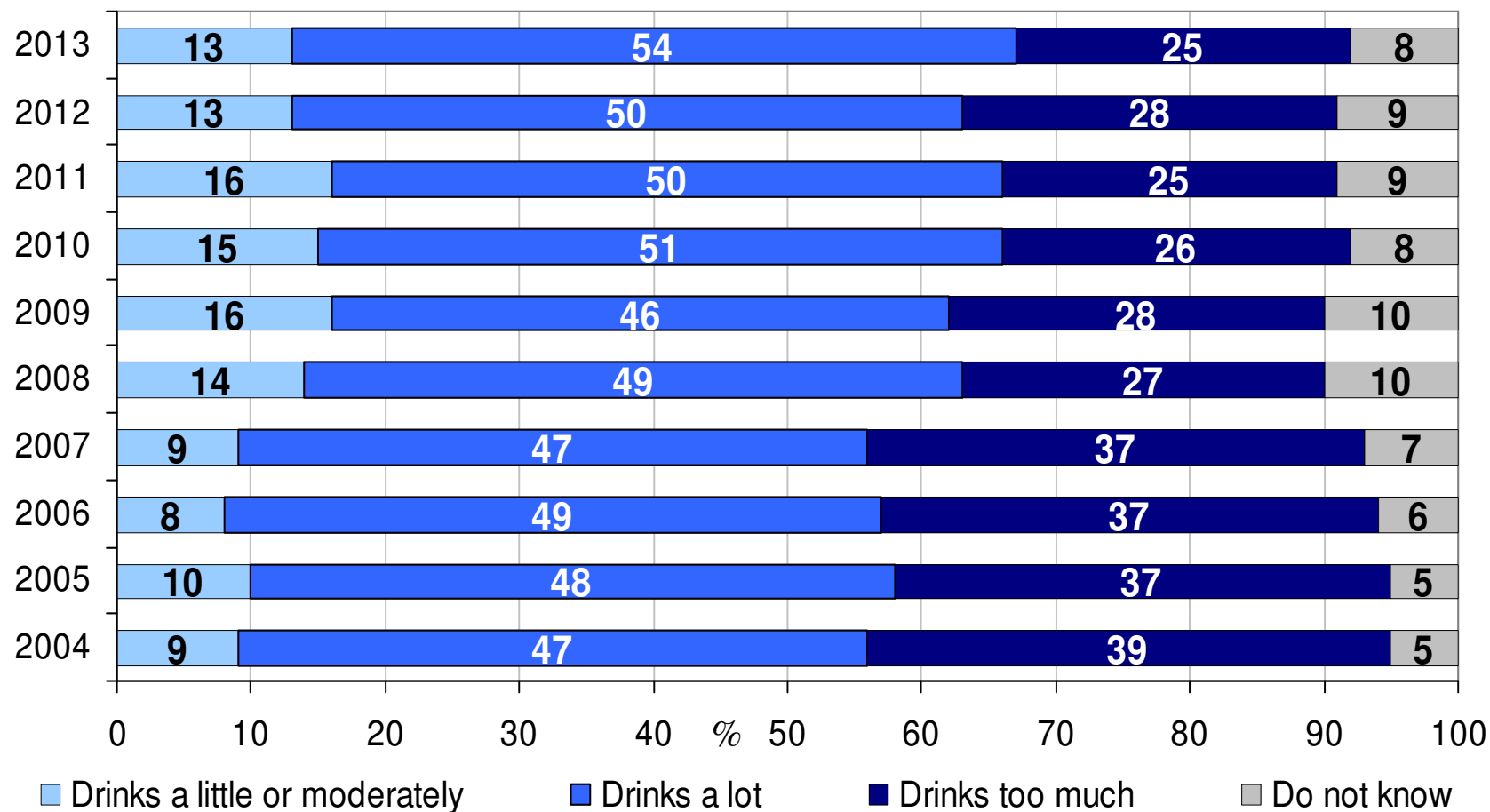
Purchasing of illegal alcohol (% of alcohol consumers)



Average prices of legal and illegal alcohol (€/litre)

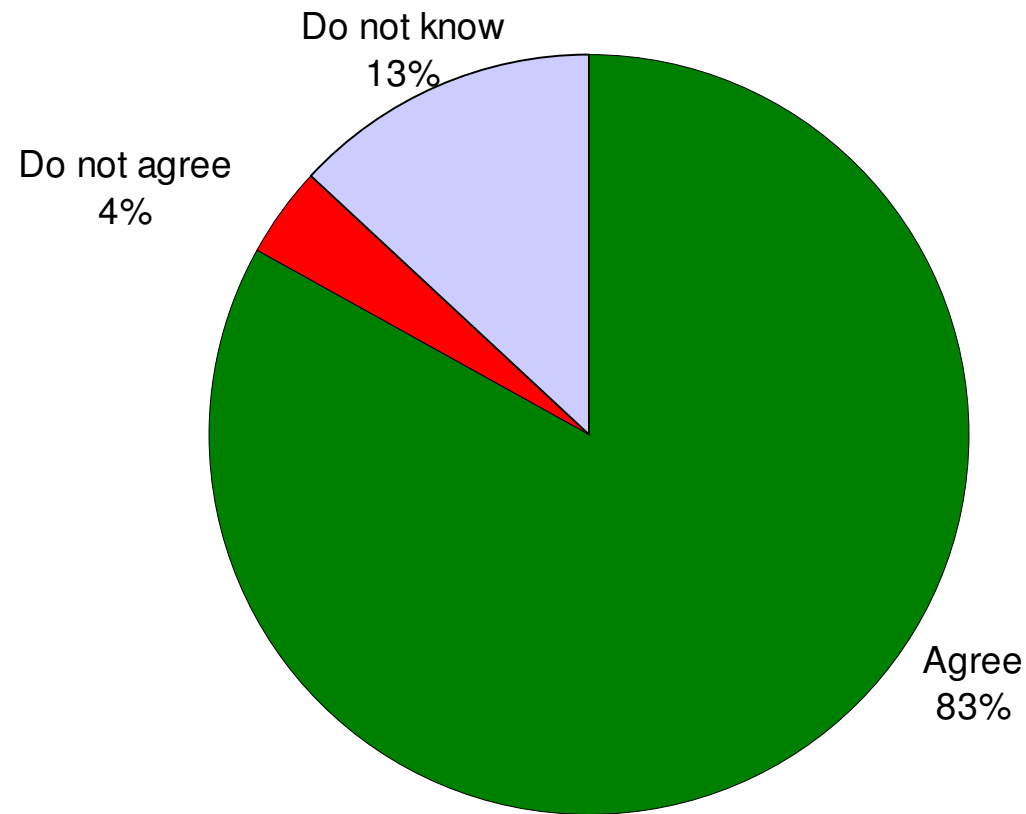


Inhabitants assessment of alcohol consumption by estonians (% of respondents)

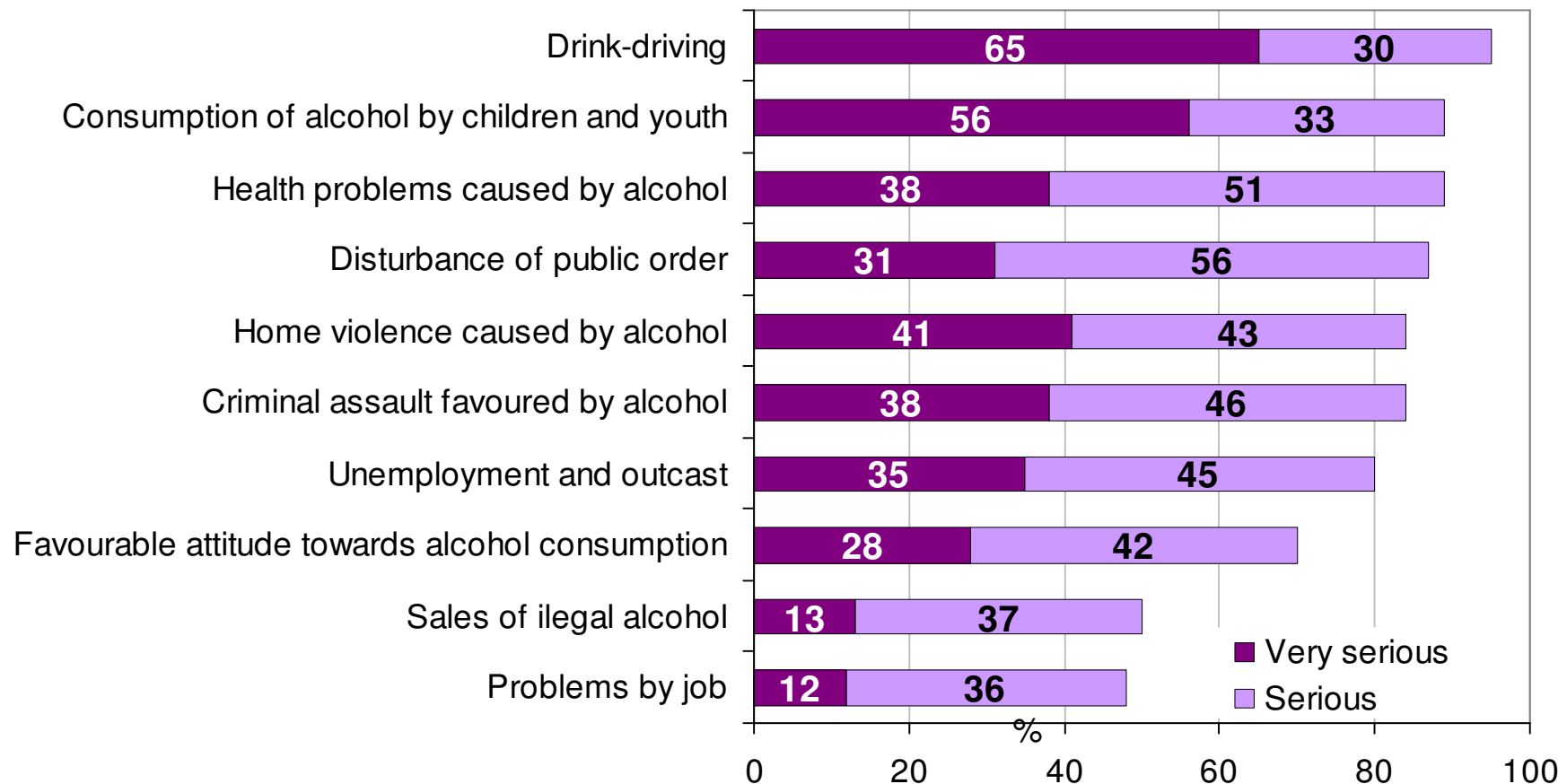


Attitudes of inhabitants towards reduction of alcohol consumption in Estonia

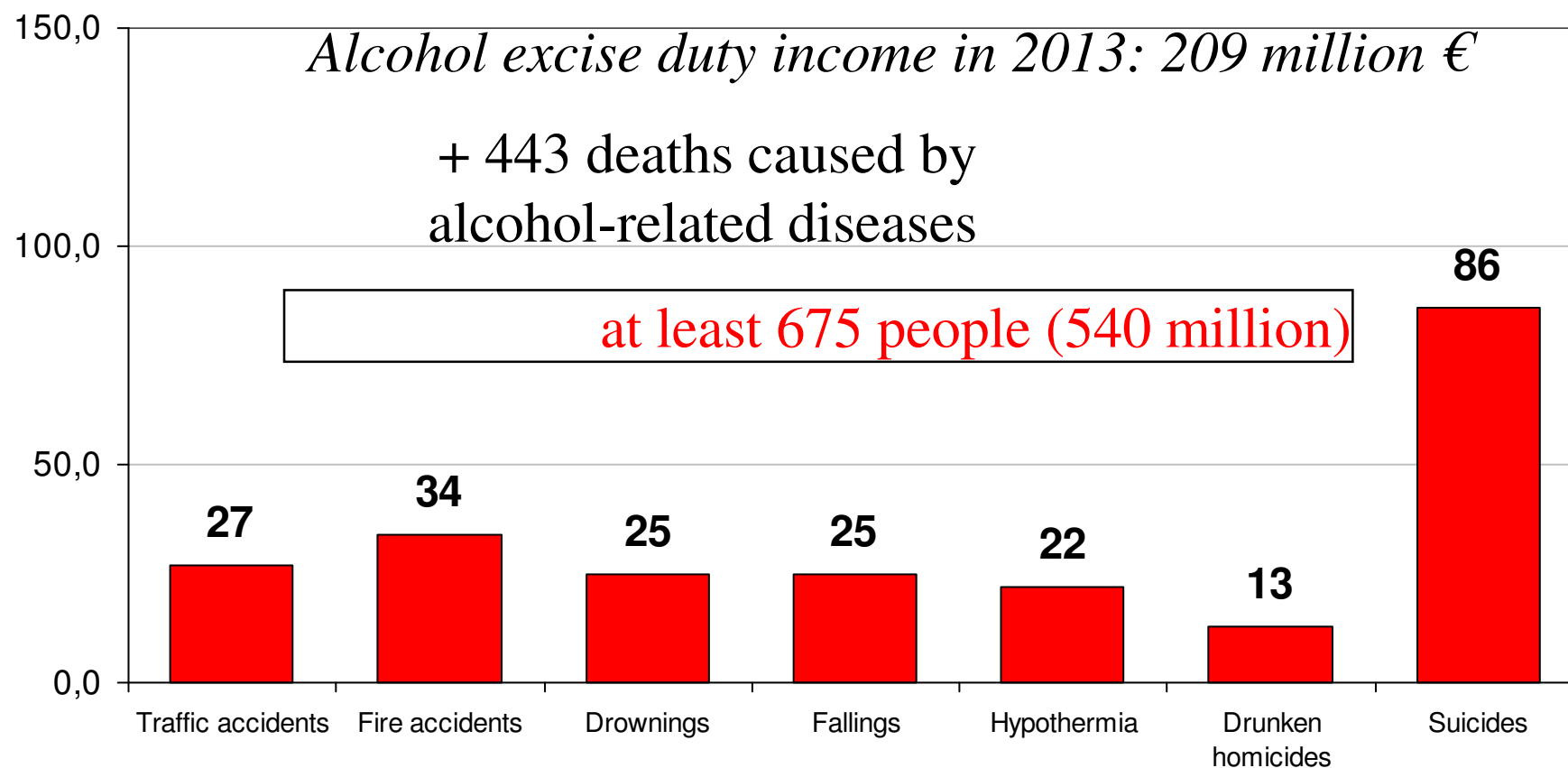
(% of inhabitants)



The seriousness of problems in Estonia related to the consumption of alcoholic beverages estimated by the inhabitants (% of respondents)



Alcohol and deaths 2013. (deaths by reason)



The main features of alcohol sales 2013

	Estonia	Finland	Sweden
Number of alcohol retail shops per 100 000 inhabitants	199	107	82
Number of <u>strong</u> alcohol retail shops per 100 000 inhabitants	199	6	4
Number of strong alcohol retail shops	2609	348	426
Opening hours of the alcohol shops per week	84	64	50
The maximum strength of the beer sold in the common shop	unlimited	4,7%	3,5%
Minimum legal age for purchasing strong alcoholic beverages	18	20	20
Retail price of domestic vodka (€/0,7l)	8.89 €	20.13 €	25.16 €
Retail price of medium beer (€/ 0,5l)	0.93 €	2.20 €	1.44 €



Thank you

- Information :
 - www.ki.ee
 - Marje@ki.ee