

Coffee in Estonia

Market Direction | 2022-12-08 | 21 pages | Euromonitor

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Report description:

In 2022, fresh ground coffee pods demonstrated the fastest value growth in coffee due to the sharp rise in the cost of imported goods in the year. Also, an increasing number of consumers are investing in coffee machines that process pods as they offer a certain level of convenience, particularly when brands such as Paulig Cupsolo and Nescafe Dolce Gusto are widely available in the main retailers and are often on sale at discounted prices.

Euromonitor International's Coffee in Estonia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Fresh Coffee, Instant Coffee.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Coffee market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Table of Contents:

Coffee in Estonia
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List Of Contents And Tables

COFFEE IN ESTONIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Increased sales of coffee machines benefits fresh ground coffee pods

Natural products contribute to the market growth in 2022

Paulig Coffee Estonia AS continues to lead with its quality fresh coffee

PROSPECTS AND OPPORTUNITIES

Larger pack sizes and interest in quality coffee contribute to future growth of coffee beans

Demand for a superior and richer flavour experience will also benefit fresh ground coffee

Further decline for instant coffee, which is perceived to offer low quality and an inferior taste

CATEGORY DATA

Table 1 Retail Sales of Coffee by Category: Volume 2017-2022

Table 2 Retail Sales of Coffee by Category: Value 2017-2022

Table 3 Retail Sales of Coffee by Category: % Volume Growth 2017-2022

Table 4 Retail Sales of Coffee by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Coffee: % Retail Value 2018-2022

Table 6 LBN Brand Shares of Coffee: % Retail Value 2019-2022

Table 7 Forecast Retail Sales of Coffee by Category: Volume 2022-2027

Table 8 Forecast Retail Sales of Coffee by Category: Value 2022-2027

Table 9 Forecast Retail Sales of Coffee by Category: % Volume Growth 2022-2027

Table 10 Forecast Retail Sales of Coffee by Category: % Value Growth 2022-2027

HOT DRINKS IN ESTONIA

EXECUTIVE SUMMARY

Further growth for hot drinks in 2022, with rising demand for healthier options

Healthy lifestyle trend spurs the development of caffeine-free hot drinks

Paulig Coffee Estonia AS expands its lead of hot drinks in 2022 with its quality, affordable products

Discounters to record strong growth following the opening of Lidl in Estonia

Foodservice sales increase with the lifting of COVID-19 restrictions

Health trend to influence future performance of hot drinks

MARKET DATA

Table 11 Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2017-2022

Table 12 Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2017-2022

Table 13 Retail Sales of Hot Drinks by Category: Volume 2017-2022

Table 14 Retail Sales of Hot Drinks by Category: Value 2017-2022

Table 15 Retail Sales of Hot Drinks by Category: % Volume Growth 2017-2022

Table 16 Retail Sales of Hot Drinks by Category: % Value Growth 2017-2022

Table 17 Foodservice Sales of Hot Drinks by Category: Volume 2017-2022

Table 18 Foodservice Sales of Hot Drinks by Category: % Volume Growth 2017-2022

Table 19 Total Sales of Hot Drinks by Category: Total Volume 2017-2022

Table 20 Total Sales of Hot Drinks by Category: % Total Volume Growth 2017-2022

Table 21 □NBO Company Shares of Hot Drinks: % Retail Value 2018-2022

Table 22 □LBN Brand Shares of Hot Drinks: % Retail Value 2019-2022

Table 23 □Penetration of Private Label in Hot Drinks by Category: % Retail Value 2017-2022

Table 24 □Retail Distribution of Hot Drinks by Format: % Volume 2017-2022

Table 25 □Retail Distribution of Hot Drinks by Format and Category: % Volume 2022

Table 26 □Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2022-2027

Table 27 □Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2022-2027

Table 28 □Forecast Retail Sales of Hot Drinks by Category: Volume 2022-2027

Table 29 □Forecast Retail Sales of Hot Drinks by Category: Value 2022-2027

Table 30 □Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2022-2027

Table 31 □Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2022-2027

Table 32 □Forecast Foodservice Sales of Hot Drinks by Category: Volume 2022-2027

Table 33 □Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2022-2027

Table 34 □Forecast Total Sales of Hot Drinks by Category: Total Volume 2022-2027

Table 35 □Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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