

## **Juice in Estonia**

Market Direction | 2022-12-13 | 28 pages | Euromonitor

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### **Report description:**

Coconut and other plant waters showed the fastest volume growth in 2022, benefiting from their relative novelty in Estonia and consequent consumer interest. They are also positioned as natural and healthy drinks, which further contributed to their growth in the year. Not from concentrate 100% juice demonstrated the second-fastest volume growth as consumers prefer it to juice drinks because it contains vitamins, which in turn are destroyed by canning and heat-treating juice.

Euromonitor International's Juice 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, packaging or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

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

Why buy this report?

- \* Get a detailed picture of the Juice 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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