

## **RTD Tea in Estonia**

Market Direction | 2022-12-13 | 26 pages | Euromonitor

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### **Report description:**

Reduced sugar still RTD tea recorded the fastest volume growth in 2022, with sales driven by the healthy eating trend and consumers seeking to reduce their sugar intake. The share of regular still RTD tea consequently continued to decline in the year. In general, RTD tea is not a priority category for producers in Estonia, and innovation and new product development activities remains infrequent. Although RTD tea has a carbonated subcategory, in general this type of product is not as popular or w...

Euromonitor International's RTD Tea 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: Carbonated RTD Tea and Kombucha, Still RTD Tea.

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

Why buy this report?

- \* Get a detailed picture of the RTD Tea 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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RTD tea is popular in foodservice establishments in summer

Coca-Cola HBC Eesti AS leads RTD tea

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Fuze Tea expected to retain its dominance

Introduction of RTD teas with health benefits will stimulate market growth

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Soft drinks increases in value and volume in 2022, with healthier and more natural products contributing to growth

Reduced sugar soft drinks increasingly popular with rising health consciousness

A Le Coq AS leads soft drinks, closely followed by Coca-Cola HBC Eesti AS

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