

## **Tea in Estonia**

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

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### **Report description:**

Black tea recorded the fastest value growth in tea in 2022 due to an increased consumer focus on health, particularly in the wake of COVID-19. Tea is the second most popular choice of hot drink in Estonia with some seasonal peculiarities. Estonians are used to drinking a lot of tea during seasonal flu, and this trend was accelerated as a result of concerns about wellbeing during and post the pandemic. Sales of black tea were also boosted by the introduction of new black tea flavours in the year,...

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

Product coverage: Black Tea, Fruit/Herbal Tea, Green Tea, Instant Tea, Other 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 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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