

## Hot Drinks in Estonia

Market Direction | 2024-01-12 | 33 pages | Euromonitor

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### Report description:

Hot drinks in Estonia increased in both value and volume terms in 2023 due to the growing emphasis on healthy living, which has encouraged consumers to opt for beverages that not only satisfy their thirst but also contribute to their overall wellbeing. Consumers have become more discerning, are willing to invest in natural products, and are increasingly interested in the ingredients of their preferred beverages. This shift in consumer behaviour has propelled the popularity of hot drinks that ali...

Euromonitor International's Hot Drinks 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 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: Coffee, Other Hot Drinks, 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 Hot Drinks 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.

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Hot drinks records further growth in 2023, with rising interest in natural and healthier beverages  
Coffee culture development

Paulig Coffee Estonia AS maintains its lead with quality, affordable products

Discounters and e-commerce lead growth

Foodservice growth supported by a wider variety of hot drinks options

Further growth expected, with rising demand for natural products

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Fresh coffee benefits from the rising demand for natural products

Instant coffee is perceived to offer low quality and an inferior taste

Paulig Coffee Estonia AS retains its lead in 2023

#### PROSPECTS AND OPPORTUNITIES

Convenience and ease of preparation to drive growth of fresh ground coffee pods

The development of the coffee culture will boost demand for fresh coffee beans

Coffee shops and tourism drive foodservice growth of fresh coffee

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Focus on health and rising popularity of camping support growth of instant tea

Tanker Brewery OU leads with a wide portfolio of different tea types

#### PROSPECTS AND OPPORTUNITIES

Rising health consciousness to drive the growth of fruit/herbal tea

Loose black tea to benefit from environmental concern and demand for natural products

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#### 2023 DEVELOPMENTS

Health benefits of other plant-based hot drinks drive growth in 2023

Falling demand for sugar-laden chocolate-based powdered flavoured beverages

Nestle SA leads with its well-known global Nesquik brand

#### PROSPECTS AND OPPORTUNITIES

Rising health trend and immaturity to support further growth of other plant-based hot drinks

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