

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.

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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Coffee culture development
Paulig Coffee Estonia AS maintains its lead with quality, affordable products
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Foodservice growth supported by a wider variety of hot drinks options
Further growth expected, with rising demand for natural products

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COFFEE IN ESTONIA

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