

Other Hot Drinks in Estonia

Market Direction | 2024-01-12 | 20 pages | Euromonitor

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Report description:

Other plant-based hot drinks showed the fastest volume and value growth in other drinks in 2023. As more Estonians adopt vegetarian, vegan, or plant-based diets due to environmental concerns or dairy allergy/intolerance, the demand for alternatives to traditional dairy-based beverages is on the rise. The most common product type in the category is chicory, which is drunk instead of coffee, especially in the evening as it does not contain caffeine. It is also perceived to offer health benefits an...

Euromonitor International's Other 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: Flavoured Powder Drinks, Other Plant-based Hot Drinks.

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

Why buy this report?

- * Get a detailed picture of the Other 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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KEY DATA FINDINGS

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

Versatility and popularity in foodservice will ensure marginal growth of chocolate-based flavoured powder drinks

Rising sales of other hot beverages through e-commerce

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HOT DRINKS IN ESTONIA

EXECUTIVE SUMMARY

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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