

## **Soft Drinks in Estonia**

Market Direction | 2024-01-10 | 74 pages | Euromonitor

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### **Report description:**

Energy drinks, led by the reduced sugar format, posted double-digit off-trade volume growth in 2023, while most other categories saw moderate increases. The exceptions were RTD tea and juice, which registered small decreases in retail volume sales over 2023. The general growth in the demand for soft drinks in Estonia at the end of the review period can partly be attributed to manufacturers' responses to burgeoning healthy eating and lifestyle trends. For instance, Royal Unibrew A/S unveiled Cul...

Euromonitor International's Soft 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, packaging or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports 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 Soft 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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Health and wellness spurs not from concentrate 100% juice

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