

Tea in Estonia

Market Direction | 2024-01-12 | 21 pages | Euromonitor

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Report description:

Black tea recorded the fastest value growth in 2023 due to the rising popularity of premium and speciality black teas. Consumers are willing to pay a premium for high-quality black teas sourced from specific regions, with unique flavours, such as the new Senok black tea in a wild berry flavour. Tea is the second most popular choice of hot drink in Estonia with some seasonal peculiarities. Estonians are accustomed to drinking a lot of tea during the seasonal flu season, and this trend was acceler...

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 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: 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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TEA IN ESTONIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising demand for premium and speciality black teas drives value sales in 2023

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

Green tea to remain popular, offering a number of health benefits

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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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