

Tea in Estonia

Market Direction | 2025-01-03 | 21 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

Report description:

Tea sales in Estonia have continued their downward trajectory in 2024, reflecting the country's strong cultural preference for coffee. This trend has been particularly pronounced over the review period, as tea consumption remains largely confined to an ageing demographic. With older generations forming the primary consumer base for tea, the natural attrition of this group has resulted in a diminishing market size. While volume sales have consistently declined, the impact has been somewhat mitiga...

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 2020-2024, 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 2029 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Tea in Estonia
Euromonitor International
January 2025

List Of Contents And Tables

TEA IN ESTONIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Continuous decline in a coffee-dominated culture

Herbal tea sustained by seasonal demand

Slimming teas maintain a niche appeal

PROSPECTS AND OPPORTUNITIES

Challenging prospects amid economic pressures

Premiumisation offers a glimmer of hope

Private label tea's limited impact

CATEGORY DATA

Table 1 Retail Sales of Tea by Category: Volume 2019-2024

Table 2 Retail Sales of Tea by Category: Value 2019-2024

Table 3 Retail Sales of Tea by Category: % Volume Growth 2019-2024

Table 4 Retail Sales of Tea by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Tea: % Retail Value 2020-2024

Table 6 LBN Brand Shares of Tea: % Retail Value 2021-2024

Table 7 Forecast Retail Sales of Tea by Category: Volume 2024-2029

Table 8 Forecast Retail Sales of Tea by Category: Value 2024-2029

Table 9 Forecast Retail Sales of Tea by Category: % Volume Growth 2024-2029

Table 10 □Forecast Retail Sales of Tea by Category: % Value Growth 2024-2029

HOT DRINKS IN ESTONIA

EXECUTIVE SUMMARY

Hot drinks in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for hot drinks?

MARKET DATA

Table 11 Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2019-2024

Table 12 Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2019-2024

Table 13 Retail Sales of Hot Drinks by Category: Volume 2019-2024

Table 14 Retail Sales of Hot Drinks by Category: Value 2019-2024

Table 15 Retail Sales of Hot Drinks by Category: % Volume Growth 2019-2024

Table 16 Retail Sales of Hot Drinks by Category: % Value Growth 2019-2024

Table 17 Foodservice Sales of Hot Drinks by Category: Volume 2019-2024

Table 18 Foodservice Sales of Hot Drinks by Category: % Volume Growth 2019-2024

Table 19 Total Sales of Hot Drinks by Category: Total Volume 2019-2024

Table 20 □Total Sales of Hot Drinks by Category: % Total Volume Growth 2019-2024

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 21	☐NBO Company Shares of Hot Drinks: % Retail Value 2020-2024
Table 22	☐LBN Brand Shares of Hot Drinks: % Retail Value 2021-2024
Table 23	☐Penetration of Private Label in Hot Drinks by Category: % Retail Value 2019-2024
Table 24	☐Retail Distribution of Hot Drinks by Format: % Volume 2019-2024
Table 25	☐Retail Distribution of Hot Drinks by Format and Category: % Volume 2024
Table 26	☐Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2024-2029
Table 27	☐Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2024-2029
Table 28	☐Forecast Retail Sales of Hot Drinks by Category: Volume 2024-2029
Table 29	☐Forecast Retail Sales of Hot Drinks by Category: Value 2024-2029
Table 30	☐Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2024-2029
Table 31	☐Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2024-2029
Table 32	☐Forecast Foodservice Sales of Hot Drinks by Category: Volume 2024-2029
Table 33	☐Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2024-2029
Table 34	☐Forecast Total Sales of Hot Drinks by Category: Total Volume 2024-2029
Table 35	☐Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Tea in Estonia

Market Direction | 2025-01-03 | 21 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-13"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com