

## **Juice in Estonia**

Market Direction | 2025-02-19 | 28 pages | Euromonitor

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### **Report description:**

Juice in Estonia has faced another challenging year in 2024, with sales continuing to decline due to a combination of adverse factors that can only be described as a perfect storm. Global shortages in orange production, stemming from poor harvests, have driven up the cost of orange juice - the cornerstone product of the category. This price surge has cascaded across the juice market, affecting nearly all subcategories and creating significant cost pressures for both producers and consumers. Furt...

Euromonitor International's Juice 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, packaging or pricing issues. Forecasts to 2029 illustrate how the market is set to change.

Product coverage: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars.

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

Why buy this report?

- \* Get a detailed picture of the Juice 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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