



# Hot Drinks in Estonia

January 2024

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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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### DISCLAIMER

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Instant coffee is perceived to offer low quality and an inferior taste

Paulig Coffee Estonia AS retains its lead in 2023

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#### PROSPECTS AND OPPORTUNITIES

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Falling demand for sugar-laden chocolate-based powdered flavoured beverages

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#### PROSPECTS AND OPPORTUNITIES

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