



Other Hot Drinks in Estonia

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Other Hot Drinks in Estonia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Health benefits of other plant-based hot drinks drive growth in 2023
Falling demand for sugar-laden chocolate-based powdered flavoured beverages
Nestlé SA leads with its well-known global Nesquik brand

PROSPECTS AND OPPORTUNITIES

Rising health trend and immaturity to support further growth of other plant-based hot drinks
Versatility and popularity in foodservice will ensure marginal growth of chocolate-based flavoured powder drinks
Rising sales of other hot beverages through e-commerce

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Hot Drinks in Estonia - Industry Overview

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
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DISCLAIMER

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