



RTD Tea in Estonia

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RTD Tea in Estonia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Reduced sugar still RTD tea continues to gain traction in Estonia
RTD tea is seen as a convenient and refreshing option in foodservice
Coca-Cola HBC Eesti introduces fruit-flavoured options to tempt consumers

PROSPECTS AND OPPORTUNITIES

RTD tea to continue to see a shift to reduced sugar still RTD tea
The demand for regular still RTD tea is expected to fall amid a shift away from sugarised beverages
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