



# Concentrates in Estonia

January 2024

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## Concentrates in Estonia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Powder concentrates leverages convenience and versatility  
Liquid concentrates offer more affordable alternatives to ready-to-drink beverages  
Local production holds sway

#### PROSPECTS AND OPPORTUNITIES

Powder concentrates to continue to enjoy growing consumer demand  
Application of liquid concentrates in the preparation of cocktails can boost the category  
Seasonality affects the sales of concentrates

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