



# Tea in Estonia

January 2024

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## Tea in Estonia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rising demand for premium and speciality black teas drives value sales in 2023

Focus on health and rising popularity of camping support growth of instant tea

Tanker Brewery OU leads with a wide portfolio of different tea types

#### PROSPECTS AND OPPORTUNITIES

Rising health consciousness to drive the growth of fruit/herbal tea

Loose black tea to benefit from environmental concern and demand for natural products

Green tea to remain popular, offering a number of health benefits

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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

Further growth expected, with rising demand for natural products

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