



# Coffee in Estonia

January 2024

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## Coffee in Estonia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Fresh coffee benefits from the rising demand for natural products  
Instant coffee is perceived to offer low quality and an inferior taste  
Paulig Coffee Estonia AS retains its lead in 2023

#### PROSPECTS AND OPPORTUNITIES

Convenience and ease of preparation to drive growth of fresh ground coffee pods  
The development of the coffee culture will boost demand for fresh coffee beans  
Coffee shops and tourism drive foodservice growth of fresh coffee

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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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