



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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