



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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DISCLAIMER

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