

RTD Coffee in Estonia

January 2021

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2020 IMPACT

Rising demand for convenience fuelling interest among consumers
New product developments fuel dynamic growth within RTD coffee
Paulig Coffee Estonia takes the lead in off-trade value terms in 2020

RECOVERY AND OPPORTUNITIES

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Increasingly hot summers bode well for sales of RTD coffee in the future
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Soft Drinks in Estonia - Industry Overview

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GLOBAL MACROECONOMIC ENVIRONMENT

GLOBAL INDUSTRY ENVIRONMENT

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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