

Hot Drinks in Estonia

December 2022

Table of Contents

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EXECUTIVE SUMMARY

Further growth for hot drinks in 2022, with rising demand for healthier options
Healthy lifestyle trend spurs the development of caffeine-free hot drinks
Paulig Coffee Estonia AS expands its lead of hot drinks in 2022 with its quality, affordable products
Discounters to record strong growth following the opening of Lidl in Estonia
Foodservice sales increase with the lifting of COVID-19 restrictions
Health trend to influence future performance of hot drinks

MARKET DATA

Table 1 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2017-2022
Table 2 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2017-2022
Table 3 - Retail Sales of Hot Drinks by Category: Volume 2017-2022
Table 4 - Retail Sales of Hot Drinks by Category: Value 2017-2022
Table 5 - Retail Sales of Hot Drinks by Category: % Volume Growth 2017-2022
Table 6 - Retail Sales of Hot Drinks by Category: % Value Growth 2017-2022
Table 7 - Foodservice Sales of Hot Drinks by Category: Volume 2017-2022
Table 8 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2017-2022
Table 9 - Total Sales of Hot Drinks by Category: Total Volume 2017-2022
Table 10 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2017-2022
Table 11 - NBO Company Shares of Hot Drinks: % Retail Value 2018-2022
Table 12 - LBN Brand Shares of Hot Drinks: % Retail Value 2019-2022
Table 13 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2017-2022
Table 14 - Retail Distribution of Hot Drinks by Format: % Volume 2017-2022
Table 15 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2022
Table 16 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2022-2027
Table 17 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2022-2027
Table 18 - Forecast Retail Sales of Hot Drinks by Category: Volume 2022-2027
Table 19 - Forecast Retail Sales of Hot Drinks by Category: Value 2022-2027
Table 20 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2022-2027
Table 21 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2022-2027
Table 22 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2022-2027
Table 23 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2022-2027
Table 24 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2022-2027
Table 25 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Coffee in Estonia

KEY DATA FINDINGS

2022 DEVELOPMENTS

Increased sales of coffee machines benefits fresh ground coffee pods
Natural products contribute to the market growth in 2022
Paulig Coffee Estonia AS continues to lead with its quality fresh coffee

PROSPECTS AND OPPORTUNITIES

Larger pack sizes and interest in quality coffee contribute to future growth of coffee beans
Demand for a superior and richer flavour experience will also benefit fresh ground coffee

Further decline for instant coffee, which is perceived to offer low quality and an inferior taste

CATEGORY DATA

Table 26 - Retail Sales of Coffee by Category: Volume 2017-2022

Table 27 - Retail Sales of Coffee by Category: Value 2017-2022

Table 28 - Retail Sales of Coffee by Category: % Volume Growth 2017-2022

Table 29 - Retail Sales of Coffee by Category: % Value Growth 2017-2022

Table 30 - NBO Company Shares of Coffee: % Retail Value 2018-2022

Table 31 - LBN Brand Shares of Coffee: % Retail Value 2019-2022

Table 32 - Forecast Retail Sales of Coffee by Category: Volume 2022-2027

Table 33 - Forecast Retail Sales of Coffee by Category: Value 2022-2027

Table 34 - Forecast Retail Sales of Coffee by Category: % Volume Growth 2022-2027

Table 35 - Forecast Retail Sales of Coffee by Category: % Value Growth 2022-2027

Tea in Estonia

KEY DATA FINDINGS

2022 DEVELOPMENTS

Focus on health and new flavours of black tea boost sales

Tea ceremonies contribute to on-trade tea's development in 2022

Unilever Eesti OÜ continues to lead tea with its well-established Lipton brand

PROSPECTS AND OPPORTUNITIES

Increased popularity of other tea with the rising healthy lifestyle trend

Tea for wellbeing and immunity

Further fragmentation with the entrance of smaller players

CATEGORY DATA

Table 36 - Retail Sales of Tea by Category: Volume 2017-2022

Table 37 - Retail Sales of Tea by Category: Value 2017-2022

Table 38 - Retail Sales of Tea by Category: % Volume Growth 2017-2022

Table 39 - Retail Sales of Tea by Category: % Value Growth 2017-2022

Table 40 - NBO Company Shares of Tea: % Retail Value 2018-2022

Table 41 - LBN Brand Shares of Tea: % Retail Value 2019-2022

Table 42 - Forecast Retail Sales of Tea by Category: Volume 2022-2027

Table 43 - Forecast Retail Sales of Tea by Category: Value 2022-2027

Table 44 - Forecast Retail Sales of Tea by Category: % Volume Growth 2022-2027

Table 45 - Forecast Retail Sales of Tea by Category: % Value Growth 2022-2027

Other Hot Drinks in Estonia

KEY DATA FINDINGS

2022 DEVELOPMENTS

'Healthy' other plant-based drinks record fastest growth, albeit from a low base

Chocolate-based flavoured powder drinks remain popular amongst children

Nestlé SA retains its lead with its well-known Nesquik brand

PROSPECTS AND OPPORTUNITIES

Healthy trend contributes to growth of other plant-based hot drinks

New flavours and popularity on-trade to drive sales of chocolate-based flavoured powder drinks

Compatible hot chocolate pods can offer consumers a café experience

CATEGORY DATA

Table 46 - Retail Sales of Other Hot Drinks by Category: Volume 2017-2022

Table 47 - Retail Sales of Other Hot Drinks by Category: Value 2017-2022

Table 48 - Retail Sales of Other Hot Drinks by Category: % Volume Growth 2017-2022

Table 49 - Retail Sales of Other Hot Drinks by Category: % Value Growth 2017-2022

Table 50 - NBO Company Shares of Other Hot Drinks: % Retail Value 2018-2022

Table 51 - LBN Brand Shares of Other Hot Drinks: % Retail Value 2019-2022

Table 52 - Forecast Retail Sales of Other Hot Drinks by Category: Volume 2022-2027

Table 53 - Forecast Retail Sales of Other Hot Drinks by Category: Value 2022-2027

Table 54 - Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2022-2027

Table 55 - Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2022-2027

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