

Tea in Estonia

December 2022

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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
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Hot Drinks in Estonia - Industry Overview

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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
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