

Hot Drinks in Estonia

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Abstracts

Despite some short-term stockpiling in March 2020, initial consumer panic diminished fairly rapidly as supplies of hot drinks were relatively unaffected and consumers were still able to shop at grocery outlets and online. As a result, unit prices remained stable, and unit price growth was actually slower than the previous year.

Euromonitor International's Hot Drinks in Estonia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2016-2020, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2025 illustrate how the market is set to change.

Product coverage: Coffee, Other Hot Drinks, Tea.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Hot Drinks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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KEY DATA FINDINGS

2020 IMPACT

Foodservice volume losses mitigated somewhat by an increase in retail sales in 2020
Fresh coffee beans gain ground as Estonians seek out premium caf?-style quality at home

Estonians still willing to purchase premium coffee in 2020 despite economic constraints

RECOVERY AND OPPORTUNITIES

Premiumisation trend will continue, but tighter budgets will see mid-range products gain in popularity

E-commerce sales will continue to grow as Estonians seek out specialist products from the comfort of their own homes

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KEY DATA FINDINGS

2020 IMPACT

Tea retains its popularity in 2020, as Estonians associate it with immunity against seasonal flu

Lipton retains its lead, thanks to strong advertising and new launches

Claire Foods retains second raking thanks to its broad portfolio of interesting and exotic flavours

RECOVERY AND OPPORTUNITIES

Tea will see moderate levels of growth across the forecast period, but will remain less popular than coffee

Premiumisation trend will see growth in more exotic tea, including green tea and herbal tea

Tea will continue to attract smaller dynamic brands, leading to further fragmentation

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KEY DATA FINDINGS

2020 IMPACT

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Nestlé maintains the lead thanks to efforts to add value to its leading Nesquik brand
Grana SpA consolidates its lead in other plant-based hot drinks in 2020, with its popular Inka brand

RECOVERY AND OPPORTUNITIES

Compatible hot chocolate pods can offer consumers a café experience

Slowing demand for chocolate-based flavoured powder drinks despite efforts from leading brands

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CATEGORY DATA

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