

# RTD Coffee in Estonia

<https://marketpublishers.com/r/R9F8512CCEBEN.html>

Date: January 2021

Pages: 27

Price: US\$ 990.00 (Single User License)

ID: R9F8512CCEBEN

## Abstracts

RTD coffee is regarded as offering a convenient alternative to energy drinks for consumers who tend to perceive coffee as a healthier option. The convenience trend in Estonia is leading to a growing number of busy local consumers looking for ready-made drinks they can consume on-the-go, and this boosted sales in 2020. In addition, manufacturers also responded to the developing health and wellness trend in Estonia by launching new vegan RTD coffee products with non-dairy 'milks'.

Euromonitor International's RTD Coffee 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, packaging or pricing issues. Forecasts to 2025 illustrate how the market is set to change.

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

### Why buy this report?

Get a detailed picture of the RTD Coffee 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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