

Carbonates in Estonia

January 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Reduced sugar drinks become more popular and visible
Popularisation of cocktails drives category development
Coca-Cola HBC Eesti invests to maintain category dominance

PROSPECTS AND OPPORTUNITIES

Regular tonic water/mixers/other bitters to continue to see strong growth in demand
Healthy lifestyle trend to promote the consumption of reduced sugar cola carbonates
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