

# RTD Tea in Estonia

January 2024

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## RTD Tea in Estonia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Reduced sugar still RTD tea continues to gain traction in Estonia  
RTD tea is seen as a convenient and refreshing option in foodservice  
Coca-Cola HBC Eesti introduces fruit-flavoured options to tempt consumers

#### PROSPECTS AND OPPORTUNITIES

RTD tea to continue to see a shift to reduced sugar still RTD tea  
The demand for regular still RTD tea is expected to fall amid a shift away from sugarised beverages  
Convenience stores and retail e-commerce are likely to exert pressure on large modern grocery retailers

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