

# Juice in Estonia

January 2024

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## Juice in Estonia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rising consumer health awareness boosts coconut and other plant waters  
Health and wellness spurs not from concentrate 100% juice  
A Le Coq leverages strong reputation and investment to lead juice

#### PROSPECTS AND OPPORTUNITIES

The demand for coconut and other plant waters is set to continue to grow in the forecast period  
Not from concentrate 100% juice to ride the search for more natural packaged juice  
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