



Euromonitor
International

Hot Drinks in Estonia

December 2025

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EXECUTIVE SUMMARY

Inflation drives value growth amid declining demand

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Inflationary pressures drive value growth amid declining demand

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Fruit/herbal tea remains significant

WHAT'S NEXT?

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Growing demand for indulgent coffee experiences

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[Tea in Estonia](#)

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[Other Hot Drinks in Estonia](#)

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2025 DEVELOPMENTS

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INDUSTRY PERFORMANCE

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Plant-based hot drinks remain niche, despite rapid growth

WHAT'S NEXT?

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