

Other Hot Drinks in Estonia

December 2025

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Other Hot Drinks in Estonia - Category analysis

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2025 DEVELOPMENTS

Other hot drinks remains niche amid economic and health pressures

INDUSTRY PERFORMANCE

Other hot drinks are a low priority amid economic pressures

Plant-based hot drinks remain niche, despite rapid growth

WHAT'S NEXT?

Stagnant outlook for other hot drinks

Hot chocolate will continue to face cultural barriers but healthier variants could drive growth

Other hot drinks will remain largely neglected by manufacturers

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Nestlé retains its lead

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Inflation drives value growth amid declining demand

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INDUSTRY PERFORMANCE

Inflationary pressures drive value growth amid declining demand

Sharp increases in global coffee prices hinder consumption

Fruit/herbal tea remains significant

WHAT'S NEXT?

Hot drinks set to rebound amid economic recovery

Growing demand for indulgent coffee experiences

Tea and other hot drinks will remain niche categories

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Starbucks expands from low base

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