

# RTD Coffee in Estonia

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## RTD Coffee in Estonia - Category analysis

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#### 2020 IMPACT

Rising demand for convenience fuelling interest among consumers  
New product developments fuel dynamic growth within RTD coffee  
Paulig Coffee Estonia takes the lead in off-trade value terms in 2020

#### RECOVERY AND OPPORTUNITIES

Prospects for on-trade sales remain bleak unless awareness rises  
Increasingly hot summers bode well for sales of RTD coffee in the future  
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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/rtd-coffee-in-estonia/report](http://www.euromonitor.com/rtd-coffee-in-estonia/report).