



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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