

## **Baby Food in Estonia**

Market Direction | 2022-09-28 | 20 pages | Euromonitor

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### **Report description:**

In 2022, prepared baby food demonstrated the fastest value growth. This is connected with the convenience of its use, reducing number of people cooking for their children and the balanced nutrition available via these products. Prepared baby food also registered strong volume growth just behind dried baby food with the latter benefiting from lower prices.

Euromonitor International's Baby Food in Estonia report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Dried Baby Food, Milk Formula, Other Baby Food, Prepared Baby Food.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Baby Food market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

The resumption of society boost sales of prepared baby food as well as consumer demand for organic and high-quality products

Hipp retains its lead but experiences more intense competition

Despite the importance of breastfeeding, milk formula remains the largest category and the main driver of baby food sales

##### PROSPECTS AND OPPORTUNITIES

Increasing unit prices of baby food due to rising costs drive value growth over the forecast period

Dried baby food appeals to parents for its balanced nutritional elements while parents also seek convenience

Consumers favour health and wellness options that become increasingly available via e-commerce and omnichannel retailers

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##### SOURCES

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