

Cheese in Estonia

Market Direction | 2022-09-28 | 18 pages | Euromonitor

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Report description:

During the pandemic, retail sales of cheese were comparatively stable, with the volume growth remaining similar to the rate seen in 2019. Foodservice, however, suffered, as the mandatory closures and restrictions on outlets severely limited the sales via this channel. By 2022, the reopening of society is set to see a slowdown in demand for retail fresh cheese as consumers return to foodservice outlets for meals once more.

Euromonitor International's Cheese 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: Hard Cheese, Processed Cheese excl Spreadable, Soft Cheese, Spreadable Cheese.

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

Why buy this report?

- * Get a detailed picture of the Cheese 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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CHEESE IN ESTONIA

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The reopening of society boosts foodservice sales, while spreadable processed cheese gains popularity

Local manufacturer Estover OU leads the category in 2022

Innovation stimulates consumer interest in cheese

PROSPECTS AND OPPORTUNITIES

More success for foreign cheese brands over the forecast period as well as those offering healthy credentials

Soft cheese benefits from home consumption and a premium image while sliced packaged hard cheese offers convenience and suitability for snacking

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SOURCES

Summary 1 Research Sources

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