

Dairy Products and Alternatives in Estonia

Market Direction | 2022-09-28 | 66 pages | Euromonitor

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Report description:

The pandemic had an overwhelmingly positive impact on retail sales of dairy products and alternatives as sales switched from foodservice to retail during the height of the infection. Furthermore, even when foodservice was able to reopen in some capacity, consumers remained concerned about visiting, preferring to stay home and prepare meals themselves. As such, retail volume growth in 2021 remained at a similar level to that of 2020. Meanwhile, current value growth notably decelerated as retailer...

Euromonitor International's Dairy Products and Alternatives 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: Baby Food, Dairy, Plant-based Dairy.

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

Why buy this report?

- * Get a detailed picture of the Dairy Products and Alternatives 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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Euromonitor International

September 2022

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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

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Lactose-free products help Tere AS to maintain its lead in 2022 despite ongoing restructuring challenges

Despite an uplift in shelf stable milk during the height of the pandemic, the category remains niche compared to fresh milk

PROSPECTS AND OPPORTUNITIES

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PROSPECTS AND OPPORTUNITIES

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Tere AS leads thanks to its strong brand awareness, reputation for quality and accessible prices

Maxima Eesti OU outperforms imported goods thanks to its affordability

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Growing assortment of low-fat chilled dairy desserts drives category sales over the forecast period

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