

## **Drinking Milk Products in Estonia**

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

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

The health and wellness trend is expected to continue in 2022, pushing manufacturers to meet these new consumer demands. As such, an increased number of fortified or alternative drinking milk products are being seen in the category. Such products include those with increased protein value, added vitamins, or those that are lactose-free.

Euromonitor International's Drinking Milk Products 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: Flavoured Milk Drinks, Milk, Powder Milk.

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

Why buy this report?

- \* Get a detailed picture of the Drinking Milk Products 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Drinking Milk Products in Estonia  
Euromonitor International  
September 2022

List Of Contents And Tables

### DRINKING MILK PRODUCTS IN ESTONIA

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Adults increase their consumption of fat-free fresh milk as part of the health and wellness trend, while parents buy full fat fresh milk for children

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

Estonians opt for full fat milk as it contains fewer preservatives

Resurgence in demand of full fat fresh milk from foodservice

An upward trend in unit prices, stimulated by growing demand for organic products, also stimulates growing popularity of discounters

#### CATEGORY DATA

Table 1 Sales of Drinking Milk Products by Category: Volume 2017-2022

Table 2 Sales of Drinking Milk Products by Category: Value 2017-2022

Table 3 Sales of Drinking Milk Products by Category: % Volume Growth 2017-2022

Table 4 Sales of Drinking Milk Products by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Drinking Milk Products: % Value 2018-2022

Table 6 LBN Brand Shares of Drinking Milk Products: % Value 2019-2022

Table 7 Distribution of Drinking Milk Products by Format: % Value 2017-2022

Table 8 Forecast Sales of Drinking Milk Products Products by Category: Volume 2022-2027

Table 9 Forecast Sales of Drinking Milk Products Products by Category: Value 2022-2027

Table 10 □Forecast Sales of Drinking Milk Products Products by Category: % Volume Growth 2022-2027

Table 11 □Forecast Sales of Drinking Milk Products Products by Category: % Value Growth 2022-2027

### DAIRY PRODUCTS AND ALTERNATIVES IN ESTONIA

#### EXECUTIVE SUMMARY

Dairy products and alternatives in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for dairy products and alternatives?

#### MARKET DATA

Table 12 Sales of Dairy Products and Alternatives by Category: Value 2017-2022

Table 13 Sales of Dairy Products and Alternatives by Category: % Value Growth 2017-2022

Table 14 NBO Company Shares of Dairy Products and Alternatives: % Value 2018-2022

Table 15 LBN Brand Shares of Dairy Products and Alternatives: % Value 2019-2022

Table 16 Penetration of Private Label by Category: % Value 2017-2022

Table 17 Distribution of Dairy Products and Alternatives by Format: % Value 2017-2022

Table 18 Forecast Sales of Dairy Products and Alternatives by Category: Value 2022-2027

Table 19 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2022-2027

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

**Drinking Milk Products in Estonia**

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

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scott's-international.com

**ORDER FORM:**

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scott's-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-23"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com