

## **Yoghurt and Sour Milk Products in Estonia**

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

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### **Report description:**

In 2022, the category is set to demonstrate positive dynamics thanks to the healthy lifestyle trend. Flavoured yoghurt demonstrated the fastest value growth thanks to its growing consumption among both adults and children. Local manufacturers continue to characterise the yoghurt and sour milk products category in Estonia. Estonians traditionally prefer the taste of locally manufactured yoghurt products and consider them to be healthier than imported alternatives. The widening choice of products...

Euromonitor International's Yoghurt and Sour 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: Sour Milk Products, Yoghurt.

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

Why buy this report?

- \* Get a detailed picture of the Yoghurt and Sour 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.

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Euromonitor International

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#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Yoghurt increasingly consumed as a snack thanks to the health and wellness trend and innovations that include cereals

Functional, high fat and high protein products touted for their health benefits and stimulate demand growth

Tere AS leads the category thanks to its product range, while Valio Eesti AS is gaining ground in sour milk products

#### PROSPECTS AND OPPORTUNITIES

Demand for high fat plain and flavoured yoghurt grows over the forecast period thanks to its health benefits and snacking convenience

Sour milk grows thanks to its mineral ingredients

Hypermarkets and supermarkets remain major channels thanks to their promotional activities and potential for private label development

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