

Baked Goods in Estonia

Market Direction | 2022-11-16 | 20 pages | Euromonitor

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Report description:

In 2022, packaged flat bread witnessed the strongest value growth as consumers sought out products with a view to healthier eating and achieving a slimmer figure. Estonians sought to consume lower-fat foods so as not to gain excess weight with more consumers opting for packaged flat bread, which is perceived by many as a lower calorie option of an essential food item. During the COVID-19 pandemic many consumers had been opting for packaged food and packaged flat bread as a safer option, potentia...

Euromonitor International's Baked Goods 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: Bread, Cakes, Dessert Mixes, Dessert Pies and Tarts, Frozen Baked Goods, Pastries.

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

Why buy this report?

- * Get a detailed picture of the Baked Goods 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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reliable information resources to help drive informed strategic planning.

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