

## **Baked Goods in Estonia**

Market Direction | 2022-11-16 | 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:**

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.

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

**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)

reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

Baked Goods in Estonia  
Euromonitor International  
November 2022

List Of Contents And Tables

### **BAKED GOODS IN ESTONIA**

#### **KEY DATA FINDINGS**

#### **2021 DEVELOPMENTS**

Packaged flat bread sees growth as consumers switch to healthier formats

Frozen baked goods grow in demand

Eesti Pagar AS leads the category

#### **PROSPECTS AND OPPORTUNITIES**

Frozen cakes, sweet pies and tarts will demonstrate strong growth

Rising demand for packaged flat bread

Frozen baked goods face a positive outlook

#### **CATEGORY DATA**

Table 1 Sales of Baked Goods by Category: Volume 2016-2021

Table 2 Sales of Baked Goods by Category: Value 2016-2021

Table 3 Sales of Baked Goods by Category: % Volume Growth 2016-2021

Table 4 Sales of Baked Goods by Category: % Value Growth 2016-2021

Table 5 NBO Company Shares of Baked Goods: % Value 2017-2021

Table 6 LBN Brand Shares of Baked Goods: % Value 2018-2021

Table 7 Distribution of Baked Goods by Format: % Value 2016-2021

Table 8 Forecast Sales of Baked Goods by Category: Volume 2021-2026

Table 9 Forecast Sales of Baked Goods by Category: Value 2021-2026

Table 10 □Forecast Sales of Baked Goods by Category: % Volume Growth 2021-2026

Table 11 □Forecast Sales of Baked Goods by Category: % Value Growth 2021-2026

### **STAPLE FOODS IN ESTONIA**

#### **EXECUTIVE SUMMARY**

Staple foods in 2021: healthy food contributes staples

Key trends in 2022

Competitive landscape

Channel developments

What next for staple foods?

#### **MARKET DATA**

Table 12 Sales of Staple Foods by Category: Volume 2016-2021

Table 13 Sales of Staple Foods by Category: Value 2016-2021

Table 14 Sales of Staple Foods by Category: % Volume Growth 2016-2021

Table 15 Sales of Staple Foods by Category: % Value Growth 2016-2021

Table 16 NBO Company Shares of Staple Foods: % Value 2017-2021

Table 17 LBN Brand Shares of Staple Foods: % Value 2018-2021

Table 18 Penetration of Private Label by Category: % Value 2016-2021

**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 19 Distribution of Staple Foods by Format: % Value 2016-2021

Table 20 Forecast Sales of Staple Foods by Category: Volume 2021-2026

Table 21 □Forecast Sales of Staple Foods by Category: Value 2021-2026

Table 22 □Forecast Sales of Staple Foods by Category: % Volume Growth 2021-2026

Table 23 □Forecast Sales of Staple Foods by Category: % Value Growth 2021-2026

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)

## Baked Goods in Estonia

Market Direction | 2022-11-16 | 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@scotts-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@scotts-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="2025-05-08"/>
		Signature	<input type="text"/>

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

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

www.scotts-international.com