

Retail in Estonia

Market Direction | 2023-04-04 | 44 pages | Euromonitor

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Report description:

Retail in Estonia saw total current value sales grow at a double-digit rate for a second consecutive year in 2022. However, growth was only marginally faster than in 2021 despite steep increases in unit prices for all kinds of goods amidst a surge in inflation fuelled by the global recovery from the pandemic and the wider geopolitical fallout of Russia's invasion of Ukraine. Trade across the market was depressed as falling purchasing power and a dramatic rise in living costs - especially in hous...

Euromonitor International's Retail in Estonia report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Retail E-Commerce, Retail Offline.

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

Why buy this report?

- * Get a detailed picture of the Retail 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.

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Euromonitor International

April 2023

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Grocery retailers weather cost of living crisis better than non-grocery operators

Lidl becomes the first discounters chain to enter Estonia

Traditional channels continue to see outlet numbers decline

PROSPECTS AND OPPORTUNITIES

High inflation will continue to subdue trade in the short-to-medium term

Competitive pressures set to intensify significantly following arrival of Lidl

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