

## **Baby Food in Estonia**

Market Direction | 2023-09-26 | 19 pages | Euromonitor

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### **Report description:**

Baby food is expected to register a fall in constant value sales, but volume growth will be moderate. Consumers are expected to be highly price sensitive and prioritise value for money, with a degree of trading down as inflation still bites, though inflation has eased since the previous year. Local companies such as Salvest (see below) benefit from this heightened price sensitivity, as they offer affordable, high quality baby food.

Euromonitor International's Baby Food 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 2018-2022, 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 2027, clearly indicating how the market is expected to change.

Product coverage: Dried Baby Food, Milk Formula, Other Baby Food, Prepared Baby Food.

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

Why buy this report?

- \* Get a detailed picture of the Baby Food 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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Hipp retains its lead but experiences more intense competition, particularly from local players

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