

## **Dairy Products and Alternatives in Estonia**

Market Direction | 2023-09-26 | 60 pages | Euromonitor

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### **Report description:**

Dairy products and alternatives is expected to register healthy volume and more moderate constant value growth in 2023, despite continuing economic uncertainty as a result of Russia's invasion of Ukraine, the meteoric rise in inflation and tightening monetary policy. Also, a significant number of recent migrants from Ukraine is also expected to increase volume sales. However, inflation is expected to still be an issue, though its growth is expected to ease slightly. As a result, consumers are ex...

Euromonitor International's Dairy Products and Alternatives 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: Baby Food, Dairy, Plant-based Dairy.

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

Why buy this report?

- \* Get a detailed picture of the Dairy Products and Alternatives 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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#### DISCLAIMER

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## DRINKING MILK PRODUCTS IN ESTONIA

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## KEY DATA FINDINGS

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Estonians opt for full fat milk, as it contains fewer preservatives

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Tere leads thanks to its strong brand awareness, reputation for quality and accessible prices  
Supermarket chain Maxima outperforms imported goods thanks to its affordability

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