

## **Meals and Soups in Estonia**

Market Direction | 2023-11-22 | 17 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

Chilled ready meals demonstrated the highest volume and value growth in 2023. These products became popular in Estonia following the lifting of pandemic quarantine restrictions and the return to work, with consumers opting for chilled ready meals as a convenient and relatively healthy lunch option. They also appeal to consumers as they are more affordable than eating out at lunchtime.

Euromonitor International's Meals and Soups 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: Food Kits, Pizza, Prepared Salads, Ready Meals, Soup.

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

Why buy this report?

- \* Get a detailed picture of the Meals and Soups 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.

**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 of Contents:

Meals and Soups in Estonia  
Euromonitor International  
November 2023

List Of Contents And Tables

### MEALS AND SOUPS IN ESTONIA

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Chilled ready meals are increasingly popular for lunch

Frozen ready meals benefit from their convenience and improved quality

Saariöinen Eesti OU and Salvest AS maintain their lead in 2023

#### PROSPECTS AND OPPORTUNITIES

Healthy and convenient prepared salads to record the fastest growth

Rising popularity of frozen soup

E-commerce to benefit further from its convenience and competitive pricing

#### CATEGORY DATA

Table 1 Sales of Meals and Soups by Category: Volume 2018-2023

Table 2 Sales of Meals and Soups by Category: Value 2018-2023

Table 3 Sales of Meals and Soups by Category: % Volume Growth 2018-2023

Table 4 Sales of Meals and Soups by Category: % Value Growth 2018-2023

Table 5 LBN Brand Shares of Meals and Soups: % Value 2020-2023

Table 6 Distribution of Meals and Soups by Format: % Value 2018-2023

Table 7 Forecast Sales of Meals and Soups by Category: Volume 2023-2028

Table 8 Forecast Sales of Meals and Soups by Category: Value 2023-2028

Table 9 Forecast Sales of Meals and Soups by Category: % Volume Growth 2023-2028

Table 10 □Forecast Sales of Meals and Soups by Category: % Value Growth 2023-2028

### COOKING INGREDIENTS AND MEALS IN ESTONIA

#### EXECUTIVE SUMMARY

Cooking ingredients and meals in 2023: The big picture

Rising demand for rapeseed oil

Local Salvest SA leads thanks to its longstanding presence and trusted reputation

Discounters and e-commerce will show the best development

What next for cooking ingredients and meals?

#### MARKET DATA

Table 11 Sales of Cooking Ingredients and Meals by Category: Volume 2018-2023

Table 12 Sales of Cooking Ingredients and Meals by Category: Value 2018-2023

Table 13 Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2018-2023

Table 14 Sales of Cooking Ingredients and Meals by Category: % Value Growth 2018-2023

Table 15 NBO Company Shares of Cooking Ingredients and Meals: % Value 2019-2023

Table 16 LBN Brand Shares of Cooking Ingredients and Meals: % Value 2020-2023

Table 17 Penetration of Private Label by Category: % Value 2018-2023

Table 18 Distribution of Cooking Ingredients and Meals by Format: % Value 2018-2023

Table 19 Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2023-2028

Table 20 □Forecast Sales of Cooking Ingredients and Meals by Category: Value 2023-2028

Table 21 □Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2023-2028

**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)

DISCLAIMER

SOURCES

Summary 1 Research Sources

## Meals and Soups in Estonia

Market Direction | 2023-11-22 | 17 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="2025-05-03"/>
		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