

Baby Food in Estonia

Market Direction | 2024-08-16 | 19 pages | Euromonitor

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Report description:

Baby food registered a moderate increase in current value sales in Estonia in 2024, largely as a result of high average unit prices. Meanwhile, volume growth remained stagnant. Local consumers remained highly price sensitive and prioritised value for money, and a degree of trading down was visible as inflation continued to bite, albeit at a lower level than in the previous year of the review period. Local companies such as Salvest benefitted from this heightened price sensitivity, as they offer...

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 2019-2023, 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 2028, 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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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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Euromonitor International
August 2024

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BABY FOOD IN ESTONIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Moderate value growth, though some trading down was visible
Hipp faces more intense competition, particularly from local players
Prepared baby food registers solid current value growth in 2024

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Premiumisation of prepared baby foods over the forecast period
Follow-on formulas set to register higher growth
E-commerce, along with an omnichannel strategy, will likely gain further value share

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