

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

Market Direction | 2024-08-16 | 63 pages | Euromonitor

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### **Report description:**

Dairy products and alternatives in Estonia saw a return to some stability in current value terms in 2024 after some turbulent years during the review period when high rates of inflation caused a steep increase in average unit prices. Nevertheless, many dairy products are considered staples in Estonia, which tends to lead to stable volume performance.

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 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: 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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Prepared baby food registers solid current value growth in 2024

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Butter is the stronger performer in 2024 thanks to domestic production and a healthier profile

Tere retains the category lead with its eponymous brand

### PROSPECTS AND OPPORTUNITIES

Private labels will enjoy ongoing growth in the years ahead thanks to the activity of key players Lidl and Maxima

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### PROSPECTS AND OPPORTUNITIES

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Estonians opt for full-fat milk, as it is perceived healthier

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### PROSPECTS AND OPPORTUNITIES

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## OTHER DAIRY IN ESTONIA

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## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Other dairy continues to account for significant current value sales in 2024  
Tere leads thanks to its strong brand awareness and reputation for quality  
Supermarket chain Maxima attracts interest with its affordable offerings

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