



Euromonitor
International

Breakfast Cereals in Estonia

November 2025

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Breakfast Cereals in Estonia - Category analysis

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Lidl continues to make gains

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Flakes register highest volume growth

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Slight increase in volume sales over forecast period

Focos on healthier offerings

Increasing polarisation, with affordability and value-added benefits both driving sales

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Local players have significant foothold

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Rising health consciousness influencing product development

WHAT'S NEXT?

Modest outlook over forecast period

Innovation key for branded players to stay ahead

Growing demand for healthier options

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