



Euromonitor
International

Cooking Ingredients and Meals in Estonia

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Cooking Ingredients and Meals in Estonia

EXECUTIVE SUMMARY

Steady demand despite growing price pressures

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Stagnant performance as prices continue to rise

Health and wellness trend has growing influence of purchasing decisions

Strong preference for local and traditional products

WHAT'S NEXT?

Cooking ingredients and meals will face ongoing challenges

Positive forecast for olive oil while sauces will suffer from stagnation

Private label will continue to gain traction

COMPETITIVE LANDSCAPE

Salvest is leading local player

Armesta UAB sees rapid expansion

Private label ranges pose growing competition to branded offerings

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Discounters leads channel growth

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Olive oil offers a growth area thanks to healthy Mediterranean image

INDUSTRY PERFORMANCE

Modest value growth amid stagnant demand

Olive oil shows dynamism

WHAT'S NEXT?

Modest growth expected as key categories remain saturated

Health and wellness trends will begin to shape consumer preferences

COMPETITIVE LANDSCAPE

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INDUSTRY PERFORMANCE

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New launches could inject life into sluggish category

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COMPETITIVE LANDSCAPE

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Modest value growth amid volume stagnation

Health and wellness will have growing impact on purchasing decisions

COMPETITIVE LANDSCAPE

Põltsamaa Felix remains market leader, thanks to strong brand heritage

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Jams and preserves show rising volumes

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Modest predicted growth amid ongoing challenges
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