



# Staple Foods in Estonia

November 2025

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## Staple Foods in Estonia

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Growing demand for healthier options

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[Breakfast Cereals in Estonia](#)

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Discounters gain most value share

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[Processed Fruit and Vegetables in Estonia](#)

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#### INDUSTRY PERFORMANCE

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[Processed Meat, Seafood and Alternatives To Meat in Estonia](#)

## KEY DATA FINDINGS

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### INDUSTRY PERFORMANCE

Fall in constant value and volume sales

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### WHAT'S NEXT

Moderate outlook over forecast period

More focus on highlighting health benefits

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Supermarkets and hypermarkets dominate

Discounters gain most value share

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[Rice, Pasta and Noodles in Estonia](#)

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Pasta accounts for most value sales

### INDUSTRY PERFORMANCE

Profit margins tight in 2025

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### WHAT'S NEXT

Volume sales largely flat

Health to become key driver of growth

Larger range of rice available over forecast period

## COMPETITIVE LANDSCAPE

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Pasta company La Molisana gains significant value share

## CHANNELS

Supermarkets and hypermarkets dominate

Discounters gain most value share

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