



Sauces, Dips and Condiments in Estonia

November 2023

Table of Contents

Sauces, Dips and Condiments in Estonia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

New uses for soy sauces drive market growth

Emergence of healthier products provides a boost to 'traditional' ketchup

Poltsamaa Felix AS leads, benefiting from support for local brands and its offer of usual flavours

PROSPECTS AND OPPORTUNITIES

New flavours ensure ketchup will remain popular

Rising popularity of Asian cuisine to benefit soy and fish sauces

Mayonnaise losing favour as consumers switch to healthier alternatives

CATEGORY DATA

Table 1 - Sales of Sauces, Dips and Condiments by Category: Volume 2018-2023

Table 2 - Sales of Sauces, Dips and Condiments by Category: Value 2018-2023

Table 3 - Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2018-2023

Table 4 - Sales of Sauces, Dips and Condiments by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Sauces, Dips and Condiments: % Value 2019-2023

Table 6 - LBN Brand Shares of Sauces, Dips and Condiments: % Value 2020-2023

Table 7 - Distribution of Sauces, Dips and Condiments by Format: % Value 2018-2023

Table 8 - Forecast Sales of Sauces, Dips and Condiments by Category: Volume 2023-2028

Table 9 - Forecast Sales of Sauces, Dips and Condiments by Category: Value 2023-2028

Table 10 - Forecast Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2023-2028

Table 11 - Forecast Sales of Sauces, Dips and Condiments by Category: % Value Growth 2023-2028

Cooking Ingredients and Meals in Estonia - Industry Overview

EXECUTIVE SUMMARY

Cooking ingredients and meals in 2023: The big picture

Rising demand for rapeseed oil

Local Salvest SA leads thanks to its longstanding presence and trusted reputation

Discounters and e-commerce will show the best development

What next for cooking ingredients and meals?

MARKET DATA

Table 12 - Sales of Cooking Ingredients and Meals by Category: Volume 2018-2023

Table 13 - Sales of Cooking Ingredients and Meals by Category: Value 2018-2023

Table 14 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2018-2023

Table 15 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2018-2023

Table 16 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2019-2023

Table 17 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2020-2023

Table 18 - Penetration of Private Label by Category: % Value 2018-2023

Table 19 - Distribution of Cooking Ingredients and Meals by Format: % Value 2018-2023

Table 20 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2023-2028

Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2023-2028

Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2023-2028

Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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