



Sugar Confectionery in Estonia

July 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Pastilles, gummies, jellies and chews enjoy widespread popularity
- Power mints perceived to have medicinal benefits
- Kalev continues to lead, with consumers appreciating its quality and affordability

PROSPECTS AND OPPORTUNITIES

- Shift to healthier options in line with the burgeoning health and wellness trend
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Snacks in Estonia - Industry Overview

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