

Drinking Milk Products in Estonia

August 2024

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Drinking Milk Products in Estonia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Healthy current value and volume growth in 2024

Top three players account for nearly three-quarters of value share

Estonians opt for full-fat milk, as it is perceived healthier

PROSPECTS AND OPPORTUNITIES

In a mature product area, manufacturers will compete with value-added claims

Full-fat fresh milk will remain the most popular format and enjoy the highest volume growth

Lidl is set to gain retail share over the forecast period

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