



Euromonitor  
International

# Yoghurt and Sour Milk Products in Estonia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Modest volume growth in 2024, with value growth deriving largely from higher prices  
Tere leads thanks to its wide product range, with Valio gaining ground in sour milk products  
Flavoured yoghurt remains the biggest subcategory in yoghurt and sour milk

PROSPECTS AND OPPORTUNITIES

Convenience and health and wellness trends will drive category innovation in the years ahead  
Packaging will be a potential differentiator over the forecast period  
Plant-based variants may pose a threat to dairy yoghurt

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Dairy Products and Alternatives in Estonia - Industry Overview

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DISCLAIMER

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Summary 1 - Research Sources

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/yoghurt-and-sour-milk-products-in-estonia/report](http://www.euromonitor.com/yoghurt-and-sour-milk-products-in-estonia/report).