



Euromonitor
International

Butter and Spreads in Estonia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Muted current value and volume growth in 2024 due to a range of economic factors
Butter is the stronger performer in 2024 thanks to domestic production and a healthier profile
Tere retains the category lead with its eponymous brand

PROSPECTS AND OPPORTUNITIES

Private labels will enjoy ongoing growth in the years ahead thanks to the activity of key players Lidl and Maxima
Butter is set to register further growth at the expense of margarines and spreads
In a highly mature product area, health and wellness claims and local provenance will be key differentiators

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Dairy Products and Alternatives in Estonia - Industry Overview

EXECUTIVE SUMMARY

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DISCLAIMER

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