



Euromonitor
International

Snacks in Estonia

July 2024

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Chocolate Confectionery in Estonia

KEY DATA FINDINGS

2024 DEVELOPMENTS

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- Tablets benefit from their flavour variety and promotions
- Kalev maintains its clear lead in 2024

PROSPECTS AND OPPORTUNITIES

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KEY DATA FINDINGS

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PROSPECTS AND OPPORTUNITIES

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KEY DATA FINDINGS

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PROSPECTS AND OPPORTUNITIES

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- Mondelez leads with its strong marketing campaigns

PROSPECTS AND OPPORTUNITIES

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