



# Processed Meat, Seafood and Alternatives To Meat in Estonia

November 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Fall in volume sales for processed meat
- Processed seafood fares better
- HKScan continues to lead

PROSPECTS AND OPPORTUNITIES

- Possible further VAT increase could dampen volume sales
- Chilled processed poultry star performer over forecast period
- Consumers increasingly health conscious

CATEGORY DATA

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Staple Foods in Estonia - Industry Overview

EXECUTIVE SUMMARY

- Staple foods in 2024: The big picture
- Key trends in 2024
- Competitive Landscape
- Channel developments
- What next for staple foods?

MARKET DATA

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## SOURCES

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