



# Plant-Based Dairy in Estonia

August 2024

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## Plant-Based Dairy in Estonia - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Continued healthy growth for plant-based dairy in 2024 as more variants emerge  
Multinational player Alpro continues to lead sales in 2024 thanks to its strength in plant-based drinks  
Increased attention is being paid to ingredients as the health and wellness trend deepens

#### PROSPECTS AND OPPORTUNITIES

Scope for category growth with new variants and product offerings  
Environmental agenda supports plant-based dairy  
Lidl is likely to emerge as a key player in the coming years thanks to excellent quality to price ratio

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