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# Plant-Based Dairy in Estonia

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Table of Contents

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

CATEGORY DATA

- Table 1 - Sales of Plant-Based Dairy by Category: Value 2019-2024
- Table 2 - Sales of Plant-Based Dairy by Category: % Value Growth 2019-2024
- Table 3 - NBO Company Shares of Plant-Based Dairy: % Value 2020-2024
- Table 4 - LBN Brand Shares of Plant-Based Dairy: % Value 2021-2024
- Table 5 - Distribution of Plant-Based Dairy by Format: % Value 2019-2024
- Table 6 - Forecast Sales of Plant-Based Dairy by Category: Value 2024-2029
- Table 7 - Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2024-2029

Dairy Products and Alternatives in Estonia - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2024: The big picture  
Key trends in 2024  
Competitive Landscape  
Channel developments  
What next for dairy products and alternatives?

MARKET DATA

- Table 8 - Sales of Dairy Products and Alternatives by Category: Value 2019-2024
- Table 9 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024
- Table 10 - NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024
- Table 11 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024
- Table 12 - Penetration of Private Label by Category: % Value 2019-2024
- Table 13 - Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024
- Table 14 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029
- Table 15 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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