



# Non-Grocery Retailers in Estonia

April 2023

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## Non-Grocery Retailers in Estonia - Category analysis

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#### 2022 DEVELOPMENTS

Trade across all channels subdued as Estonians rein in discretionary spending

Apparel and footwear specialists shows fastest growth in current value sales

IKEA opens its first outlet in Estonia

#### PROSPECTS AND OPPORTUNITIES

Cost of living crisis will continue to restrict non-grocery spending for some time

Rising costs and migration to e-commerce sites will limit growth in outlet numbers

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