

Sweet Spreads in Estonia

November 2023

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Sweet Spreads in Estonia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Nut and seed based spreads growth driven by the growing number of vegetarians Rising demand for natural and beneficial honey Salvest AS maintains its clear lead in 2023

PROSPECTS AND OPPORTUNITIES

Nut and seed based spreads to enjoy strong demand

Prepared jams and preserves appeal with their convenience and flavour variety Honey will continue to benefit from its perception as a natural and healthy product

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Cooking Ingredients and Meals in Estonia - Industry Overview

EXECUTIVE SUMMARY

Cooking ingredients and meals in 2023: The big picture

Rising demand for rapeseed oil

Local Salvest SA leads thanks to its longstanding presence and trusted reputation

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What next for cooking ingredients and meals?

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