Euromonitor International

Baked Goods in Estonia

November 2025

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Baked Goods in Estonia - Category analysis

KEY DATA FINDINGS

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Baked goods best performing staple food in 2025

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Bread registers highest value growth

WHAT'S NEXT

Slight volume decline over forecast period

Growing focus on offerings with a healthier positioning

Packaged flat bread fares best

COMPETITIVE LANDSCAPE

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Processed meat sees volume sales fall, while frozen processed fruit and vegetables fare better

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Innovation key for branded players to stay ahead

Growing demand for healthier options

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