

Baked Goods in Estonia

November 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Frozen cakes, sweet pies and tarts demonstrate fastest volume growth
Packaged flat bread sees growth as consumers seek lower-calorie options
Eesti Pagar AS is leader in baked goods

PROSPECTS AND OPPORTUNITIES

Frozen cakes, sweet pies and tarts to capture further consumer interest
Healthier variants to emerge in packaged flat bread
Frozen baked goods to gain popularity thanks to ease of cooking

CATEGORY DATA

- Table 1 - Sales of Baked Goods by Category: Volume 2018-2023
- Table 2 - Sales of Baked Goods by Category: Value 2018-2023
- Table 3 - Sales of Baked Goods by Category: % Volume Growth 2018-2023
- Table 4 - Sales of Baked Goods by Category: % Value Growth 2018-2023
- Table 5 - Sales of Pastries by Type: % Value 2018-2023
- Table 6 - NBO Company Shares of Baked Goods: % Value 2019-2023
- Table 7 - LBN Brand Shares of Baked Goods: % Value 2020-2023
- Table 8 - Distribution of Baked Goods by Format: % Value 2018-2023
- Table 9 - Forecast Sales of Baked Goods by Category: Volume 2023-2028
- Table 10 - Forecast Sales of Baked Goods by Category: Value 2023-2028
- Table 11 - Forecast Sales of Baked Goods by Category: % Volume Growth 2023-2028
- Table 12 - Forecast Sales of Baked Goods by Category: % Value Growth 2023-2028

EXECUTIVE SUMMARY

Staple foods in 2023
Key trends in 2023
Competitive landscape
Channel developments
What next for staple foods?

MARKET DATA

- Table 13 - Sales of Staple Foods by Category: Volume 2018-2023
- Table 14 - Sales of Staple Foods by Category: Value 2018-2023
- Table 15 - Sales of Staple Foods by Category: % Volume Growth 2018-2023
- Table 16 - Sales of Staple Foods by Category: % Value Growth 2018-2023
- Table 17 - NBO Company Shares of Staple Foods: % Value 2019-2023
- Table 18 - LBN Brand Shares of Staple Foods: % Value 2020-2023
- Table 19 - Penetration of Private Label by Category: % Value 2019-2023
- Table 20 - Distribution of Staple Foods by Format: % Value 2018-2023
- Table 21 - Forecast Sales of Staple Foods by Category: Volume 2023-2028
- Table 22 - Forecast Sales of Staple Foods by Category: Value 2023-2028
- Table 23 - Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028
- Table 24 - Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

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SOURCES

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