

# Sugar Confectionery in Estonia

June 2023

**Table of Contents** 

## Sugar Confectionery in Estonia - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Fall in constant value sales, as inflation bites

Kalev continues to lead, with consumers appreciating its affordable pricing

Pastilles, gummies and jellies register highest volume growth

#### PROSPECTS AND OPPORTUNITIES

High sugar content dampens volume sales

More focus on healthier positioning

Lollipops weakest performer

#### **CATEGORY DATA**

- Table 1 Sales of Sugar Confectionery by Category: Volume 2018-2023
- Table 2 Sales of Sugar Confectionery by Category: Value 2018-2023
- Table 3 Sales of Sugar Confectionery by Category: % Volume Growth 2018-2023
- Table 4 Sales of Sugar Confectionery by Category: % Value Growth 2018-2023
- Table 5 Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2018-2023
- Table 6 NBO Company Shares of Sugar Confectionery: % Value 2019-2023
- Table 7 LBN Brand Shares of Sugar Confectionery: % Value 2020-2023
- Table 8 Distribution of Sugar Confectionery by Format: % Value 2018-2023
- Table 9 Forecast Sales of Sugar Confectionery by Category: Volume 2023-2028
- Table 10 Forecast Sales of Sugar Confectionery by Category: Value 2023-2028
- Table 11 Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2023-2028
- Table 12 Forecast Sales of Sugar Confectionery by Category: % Value Growth 2023-2028

## Snacks in Estonia - Industry Overview

## **EXECUTIVE SUMMARY**

Snacks in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for snacks

#### MARKET DATA

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

#### DISCLAIMER

## SOURCES

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sugar-confectionery-in-estonia/report.