Grocery Retailers in Estonia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Grocery retailers weather cost of living crisis better than non-grocery operators
Lidl becomes the first discounters chain to enter Estonia
Traditional channels continue to see outlet numbers decline

PROSPECTS AND OPPORTUNITIES

High inflation will continue to subdue trade in the short-to-medium term
Competitive pressures set to intensify significantly following arrival of Lidl
Hypermarkets at odds with growing preference for proximity shopping

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Retail in Estonia - Industry Overview

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