

# Retail E-Commerce in Estonia

April 2023

Table of Contents

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Trade dips as consumers return to physical stores and curb discretionary spending  
Pandemic-related changes have accelerated development of e-commerce in Estonia  
Drinks and tobacco, foods and health and beauty channels are the best performers

#### PROSPECTS AND OPPORTUNITIES

E-commerce projected to outperform the wider retail market in Estonia  
Foods e-commerce set to be the most dynamic channel  
M-commerce trend will continue to gain momentum

#### CHANNEL DATA

Table 1 - Retail E-Commerce by Product: Value 2017-2022  
Table 2 - Retail E-Commerce by Product: % Value Growth 2017-2022  
Table 3 - Retail E-Commerce GBO Company Shares: % Value 2018-2022  
Table 4 - Retail E-Commerce GBN Brand Shares: % Value 2019-2022  
Table 5 - Forecast Retail E-Commerce by Product: Value 2022-2027  
Table 6 - Forecast Retail E-Commerce by Product: % Value Growth 2022-2027

## Retail in Estonia - Industry Overview

### EXECUTIVE SUMMARY

Retail in 2022: The big picture  
Informal retail  
What next for retail?

#### MARKET DATA

Table 7 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022  
Table 8 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022  
Table 9 - Sales in Retail Offline by Channel: Value 2017-2022  
Table 10 - Sales in Retail Offline by Channel: % Value Growth 2017-2022  
Table 11 - Retail Offline Outlets by Channel: Units 2017-2022  
Table 12 - Retail Offline Outlets by Channel: % Unit Growth 2017-2022  
Table 13 - Retail GBO Company Shares: % Value 2018-2022  
Table 14 - Retail GBN Brand Shares: % Value 2019-2022  
Table 15 - Retail Offline GBO Company Shares: % Value 2018-2022  
Table 16 - Retail Offline GBN Brand Shares: % Value 2019-2022  
Table 17 - Retail Offline LBN Brand Shares: Outlets 2019-2022  
Table 18 - Retail E-Commerce GBO Company Shares: % Value 2018-2022  
Table 19 - Retail E-Commerce GBN Brand Shares: % Value 2019-2022  
Table 20 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027  
Table 21 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027  
Table 22 - Forecast Sales in Retail Offline by Channel: Value 2022-2027  
Table 23 - Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027  
Table 24 - Forecast Retail Offline Outlets by Channel: Units 2022-2027  
Table 25 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027

### DISCLAIMER

### SOURCES

Summary 1 - Research 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/retail-e-commerce-in-estonia/report](http://www.euromonitor.com/retail-e-commerce-in-estonia/report).