

Baby Food in Estonia

September 2022

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KEY DATA FINDINGS

2022 DEVELOPMENTS

The resumption of society boost sales of prepared baby food as well as consumer demand for organic and high-quality products

Hipp retains its lead but experiences more intense competition

Despite the importance of breastfeeding, milk formula remains the largest category and the main driver of baby food sales

PROSPECTS AND OPPORTUNITIES

Increasing unit prices of baby food due to rising costs drive value growth over the forecast period

Dried baby food appeals to parents for its balanced nutritional elements while parents also seek convenience

Consumers favour health and wellness options that become increasingly available via e-commerce and omnichannel retailers

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