

Drinking Milk Products in Estonia

September 2022

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Drinking Milk Products in Estonia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Adults increase their consumption of fat-free fresh milk as part of the health and wellness trend, while parents buy full fat fresh milk for children

Lactose-free products help Tere AS to maintain its lead in 2022 despite ongoing restructuring challenges

Despite an uplift in shelf stable milk during the height of the pandemic, the category remains niche compared to fresh milk

PROSPECTS AND OPPORTUNITIES

Estonians opt for full fat milk as it contains fewer preservatives

Resurgence in demand of full fat fresh milk from foodservice

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DISCLAIMER

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