



**Euromonitor
International**

Edible Oils in Estonia

November 2025

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Edible Oils in Estonia - Category analysis

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Olive oil offers a growth area thanks to healthy Mediterranean image

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Modest value growth amid stagnant demand

Olive oil shows dynamism

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Modest growth expected as key categories remain saturated

Health and wellness trends will begin to shape consumer preferences

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Market leader Scanola Baltic faces rising competition

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Health and wellness trend has growing influence of purchasing decisions

Strong preference for local and traditional products

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Positive forecast for olive oil while sauces will suffer from stagnation

Private label will continue to gain traction

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