



Euromonitor  
International

# Cooking Ingredients and Meals in Estonia

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## Cooking Ingredients and Meals in Estonia

### EXECUTIVE SUMMARY

Steady demand despite growing price pressures

### KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

Stagnant performance as prices continue to rise

Health and wellness trend has growing influence of purchasing decisions

Strong preference for local and traditional products

### WHAT'S NEXT?

Cooking ingredients and meals will face ongoing challenges

Positive forecast for olive oil while sauces will suffer from stagnation

Private label will continue to gain traction

### COMPETITIVE LANDSCAPE

Salvest is leading local player

Armesta UAB sees rapid expansion

Private label ranges pose growing competition to branded offerings

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Health and wellness trends will begin to shape consumer preferences

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### WHAT'S NEXT?

Modest value growth amid volume stagnation

Health and wellness will have growing impact on purchasing decisions

### COMPETITIVE LANDSCAPE

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