



Euromonitor
International

Baby Food in Estonia

August 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Baby food sales continue to decline, driven by unfavourable demographic trends
Local brand Põnn seizes lead in baby food, while Lidl shows fastest growth
Supermarkets dominate sales while discounters and e-commerce continue to grow

PROSPECTS AND OPPORTUNITIES

Baby food sales will continue downward trajectory
Natural ingredients will be in high demand
E-commerce will likely gain further value share

CATEGORY DATA

- Table 1 - Sales of Baby Food by Category: Volume 2020-2025
- Table 2 - Sales of Baby Food by Category: Value 2020-2025
- Table 3 - Sales of Baby Food by Category: % Volume Growth 2020-2025
- Table 4 - Sales of Baby Food by Category: % Value Growth 2020-2025
- Table 5 - Sales of Growing-Up Milk Formula by Age: % Value 2020-2025
- Table 6 - NBO Company Shares of Baby Food: % Value 2021-2025
- Table 7 - LBN Brand Shares of Baby Food: % Value 2022-2025
- Table 8 - Distribution of Baby Food by Format: % Value 2020-2025
- Table 9 - Forecast Sales of Baby Food by Category: Volume 2025-2030
- Table 10 - Forecast Sales of Baby Food by Category: Value 2025-2030
- Table 11 - Forecast Sales of Baby Food by Category: % Volume Growth 2025-2030
- Table 12 - Forecast Sales of Baby Food by Category: % Value Growth 2025-2030

Dairy Products and Alternatives in Estonia - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2025: The big picture
Key trends in 2025
Competitive landscape
Channel developments
What next for dairy products and alternatives?

MARKET DATA

- Table 13 - Sales of Dairy Products and Alternatives by Category: Value 2020-2025
- Table 14 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2020-2025
- Table 15 - NBO Company Shares of Dairy Products and Alternatives: % Value 2021-2025
- Table 16 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2022-2025
- Table 17 - Penetration of Private Label by Category: % Value 2020-2025
- Table 18 - Distribution of Dairy Products and Alternatives by Format: % Value 2020-2025
- Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2025-2030
- Table 20 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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