



**Euromonitor
International**

Sweet Biscuits, Snack Bars and Fruit Snacks in Estonia

July 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Demand improves slightly despite sustained pricing pressures

Mondelez retains overall lead but loses ground

Supermarkets remains the leading distribution channel

PROSPECTS AND OPPORTUNITIES

Rising health awareness and busier lifestyles will remain key demand drivers

Cheaper local brands and private label lines expected to gain ground

Healthy alternatives likely to be a focal point for innovation

CATEGORY DATA

Table 1 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2020-2025

Table 2 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2020-2025

Table 3 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2020-2025

Table 4 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2021-2025

Table 6 - LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2022-2025

Table 7 - NBO Company Shares of Sweet Biscuits: % Value 2021-2025

Table 8 - LBN Brand Shares of Sweet Biscuits: % Value 2022-2025

Table 9 - NBO Company Shares of Snack Bars: % Value 2021-2025

Table 10 - LBN Brand Shares of Snack Bars: % Value 2022-2025

Table 11 - NBO Company Shares of Fruit Snacks: % Value 2021-2025

Table 12 - LBN Brand Shares of Fruit Snacks: % Value 2022-2025

Table 13 - Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2020-2025

Table 14 - Distribution of Sweet Biscuits by Format: % Value 2020-2025

Table 15 - Distribution of Snack Bars by Format: % Value 2020-2025

Table 16 - Distribution of Fruit Snacks by Format: % Value 2020-2025

Table 17 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2025-2030

Table 18 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2025-2030

Table 19 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2025-2030

Table 20 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2025-2030

Snacks in Estonia - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2025: The big picture

Key trends in 2025

Competitive Landscape

Channel developments

What next for snacks?

MARKET DATA

Table 21 - Sales of Snacks by Category: Volume 2020-2025

Table 22 - Sales of Snacks by Category: Value 2020-2025

Table 23 - Sales of Snacks by Category: % Volume Growth 2020-2025

Table 24 - Sales of Snacks by Category: % Value Growth 2020-2025

Table 25 - NBO Company Shares of Snacks: % Value 2021-2025

Table 26 - LBN Brand Shares of Snacks: % Value 2022-2025

Table 27 - Penetration of Private Label by Category: % Value 2020-2025

Table 28 - Distribution of Snacks by Format: % Value 2020-2025

Table 29 - Forecast Sales of Snacks by Category: Volume 2025-2030

Table 30 - Forecast Sales of Snacks by Category: Value 2025-2030

Table 31 - Forecast Sales of Snacks by Category: % Volume Growth 2025-2030

Table 32 - Forecast Sales of Snacks by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-biscuits-snack-bars-and-fruit-snacks-in-estonia/report.