



**Euromonitor  
International**

# Edible Oils in Estonia

November 2025

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## Edible Oils in Estonia - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Olive oil offers a growth area thanks to healthy Mediterranean image

#### INDUSTRY PERFORMANCE

Modest value growth amid stagnant demand

Olive oil shows dynamism

#### WHAT'S NEXT?

Modest growth expected as key categories remain saturated

Health and wellness trends will begin to shape consumer preferences

#### COMPETITIVE LANDSCAPE

Market leader Scanola Baltic faces rising competition

Armesta benefits from growing popularity of olive oil

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Supermarkets and hypermarkets dominate edible oils distribution

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Steady demand despite growing price pressures

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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

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/edible-oils-in-estonia/report](http://www.euromonitor.com/edible-oils-in-estonia/report).