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Retail in Estonia

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Abstracts

Retail in Estonia saw total current value sales grow at a double-digit rate for a second consecutive year in 2022. However, growth was only marginally faster than in 2021 despite steep increases in unit prices for all kinds of goods amidst a surge in inflation fuelled by the global recovery from the pandemic and the wider geopolitical fallout of Russia’s invasion of Ukraine. Trade across the market was depressed as falling purchasing power and a dramatic rise in living costs – especially in hous
Euromonitor International's Retail in Estonia report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Retail E-Commerce, Retail Offline.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market’s major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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