

## Yoghurt in Estonia

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Yoghurt value sales dropped by 7% in 2010 as value sales of EEK272 million were recorded. As unemployment levels in Estonia remained high and the effects of the economic recession held sway, consumers turned to cheaper brands while limiting their yoghurt purchases in order to save money. However, health conscious consumers who did not mind spending more continued to opt for functional and low fat yoghurts. Pro-biotic yoghurt, in particular, was advertised as being healthy and beneficial for the...

Euromonitor International's Yoghurt in Estonia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2005-2009, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2014 illustrate how the market is set to change.

**Product coverage:** Chocolate-based Flavoured Powder Drinks, Dairy Only Flavoured Milk Drinks, Dairy-based Desserts, Drinking Yoghurt, Flavoured Fromage Frais and Quark, Flavoured Milk Drinks with Fruit Juice, Flavoured, Functional Condensed Milk, Fresh/Pasteurised Milk, Goat Milk, Hard Cheese, Long-Life/UHT Milk, Malt-based Hot Drinks, Non-Chocolate-based Flavoured Powder Drinks, Plain Condensed/Evaporated Milk, Plain Fromage Frais and Quark, Savoury Fromage Frais and Quark, Soft Cheese, Soy Drinks, Soy Milk, Soy-based Desserts, Spoonable Yoghurt, Spreadable Processed Cheese, Spreadable Unprocessed Cheese, Unspreadable Processed Cheese.

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

### Why buy this report?

- Get a detailed picture of the Yoghurt market;
- 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.

Euromonitor International has over 30 years experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

### Table of Content

Yoghurt in Estonia  
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## LIST OF CONTENTS AND TABLES

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Yoghurt by Category: Volume 2005-2010

Table 2 Sales of Yoghurt by Category: Value 2005-2010

Table 3 Sales of Yoghurt by Category: % Volume Growth 2005-2010

Table 4 Sales of Yoghurt by Category: % Value Growth 2005-2010

Table 5 Soy-based vs Dairy-based Yoghurt % Breakdown 2010

Table 6 Yoghurt Company Shares 2005-2009

Table 7 Yoghurt Brand Shares 2006-2009

Table 8 Forecast Sales of Yoghurt by Category: Volume 2010-2015

Table 9 Forecast Sales of Yoghurt by Category: Value 2010-2015

Table 10 Forecast Sales of Yoghurt by Category: % Volume Growth 2010-2015

Table 11 Forecast Sales of Yoghurt by Category: % Value Growth 2010-2015

Tere As - Packaged Food - Estonia

Strategic Direction

Key Facts

Summary 1 Tere AS: Key Facts

Summary 2 Tere AS: Operational Indicators 2007-2009

Company Background

Production

Competitive Positioning

Summary 3 Rakvere Lihakombinaat AS: Competitive Position 2009

Executive Summary

Decline and Growth Alter in 2010

the Health Trend Continued To Be Overshadowed by Prices

Domestic Manufacturers Still Strong

Supermarkets/hypermarkets Continued As the Biggest Distributors

Modest, But Positive Growth Predicted

Market Data

Table 12 Sales of Packaged Food by Category: Volume 2005-2010

Table 13 Sales of Packaged Food by Category: Value 2005-2010

Table 14 Sales of Packaged Food by Category: % Volume Growth 2005-2010

Table 15 Sales of Packaged Food by Category: % Value Growth 2005-2010

Table 16 GBO Shares of Packaged Food 2005-2009

Table 17 NBO Shares of Packaged Food 2005-2009

Table 18 NBO Brand Shares of Packaged Food 2006-2009

Table 19 Penetration of Private Label by Category 2005-2009

Table 20 Sales of Packaged Food by Distribution Format: % Analysis 2005-2010

Table 21 Sales of Packaged Food by Category and Distribution Format: % Analysis 2010

Table 22 Forecast Sales of Packaged Food by Category: Volume 2010-2015

Table 23 Forecast Sales of Packaged Food by Category: Value 2010-2015

Table 24 Forecast Sales of Packaged Food by Category: % Volume Growth 2010-2015

Table 25 Forecast Sales of Packaged Food by Category: % Value Growth 2010-2015

Foodservice - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 26 Foodservice Sales of Packaged Food by Category: Volume 2005-2010

Table 27 Foodservice Sales of Packaged Food by Category: % Volume Growth 2005-2010

Table 28 Forecast Foodservice Sales of Packaged Food by Category: Volume 2010-2015

Table 29 Forecast Foodservice Sales of Packaged Food by Category: % Volume Growth 2010-2015

Impulse and Indulgence Products - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 30 Sales of Impulse and Indulgence Products by Category: Volume 2005-2010

Table 31 Sales of Impulse and Indulgence Products by Category: Value 2005-2010

Table 32 Sales of Impulse and Indulgence Products by Category: % Volume Growth 2005-2010

Table 33 Sales of Impulse and Indulgence Products by Category: % Value Growth 2005-2010

Table 34 Company Shares of Impulse and Indulgence Products 2005-2009

Table 35 Brand Shares of Impulse and Indulgence Products 2006-2009

Table 36 Forecast Sales of Impulse and Indulgence Products by Category: Volume 2010-2015

Table 37 Forecast Sales of Impulse and Indulgence Products by Category: Value 2010-2015

Table 38 Forecast Sales of Impulse and Indulgence Products by Category: % Volume Growth 2010-2015

Table 39 Forecast Sales of Impulse and Indulgence Products by Category: % Value Growth 2010-2015

Nutrition/staples - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 40 Sales of Nutrition/Staples by Category: Volume 2005-2010

Table 41 Sales of Nutrition/Staples by Category: Value 2005-2010

Table 42 Sales of Nutrition/Staples by Category: % Volume Growth 2005-2010

Table 43 Sales of Nutrition/Staples by Category: % Value Growth 2005-2010

Table 44 Company Shares of Nutrition/Staples 2005-2009

Table 45 Brand Shares of Nutrition/Staples 2006-2009

Table 46 Forecast Sales of Nutrition/Staples by Category: Volume 2010-2015

Table 47 Forecast Sales of Nutrition/Staples by Category: Value 2010-2015

Table 48 Forecast Sales of Nutrition/Staples by Category: % Volume Growth 2010-2015

Table 49 Forecast Sales of Nutrition/Staples by Category: % Value Growth 2010-2015

Meal Solutions - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 50 Sales of Meal Solutions by Category: Volume 2005-2010

Table 51 Sales of Meal Solutions by Category: Value 2005-2010

Table 52 Sales of Meal Solutions by Category: % Volume Growth 2005-2010

Table 53 Sales of Meal Solutions by Category: % Value Growth 2005-2010

Table 54 Company Shares of Meal Solutions 2005-2009

Table 55 Brand Shares of Meal Solutions 2006-2009

Table 56 Forecast Sales of Meal Solutions by Category: Volume 2010-2015

Table 57 Forecast Sales of Meal Solutions by Category: Value 2010-2015

Table 59 Forecast Sales of Meal Solutions by Category: % Value Growth 2010-2015

Definitions

Summary 4 Research Sources

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