

Breakfast Cereals in Estonia

November 2023

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Breakfast Cereals in Estonia - Category analysis

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2023 DEVELOPMENTS

Hot cereals are in demand due to their health benefits
Muesli and granola are popular among health-conscious consumers
Balti Veski AS remains leader in breakfast cereals

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Demand for breakfast cereals is set to grow
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Sports and fitness participation to support category growth in foodservice

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