

Sweet Spreads in Estonia

November 2023

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Sweet Spreads in Estonia - Category analysis

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2023 DEVELOPMENTS

Nut and seed based spreads growth driven by the growing number of vegetarians

Rising demand for natural and beneficial honey

Salvest AS maintains its clear lead in 2023

PROSPECTS AND OPPORTUNITIES

Nut and seed based spreads to enjoy strong demand

Prepared jams and preserves appeal with their convenience and flavour variety

Honey will continue to benefit from its perception as a natural and healthy product

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