



Estonian brand Omniva ranks among the Baltics'™ most loved brands for the fifth consecutive year

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Omniva, the Estonian state-owned international technology and logistics group, has been named among the Baltics'™ most loved brands by consumers for the fifth consecutive year. Ranking fourth this year, Omniva is the only Estonian brand in the top ten.

The Baltic Brand Forum's annual Brand Capital study examines how consumers in Estonia, Latvia and Lithuania perceive hundreds of brands. Omniva ranked fourth among the Baltics' most loved brands this year.

Swedbank, Maxima and Lidl took the top three positions, followed by Omniva, Samsung, Apple, DEPO, Tele2, Rimi and IKEA.

Omniva has been ranked among the four most loved brands in the Baltics since 2022. For Omniva, which has grown from Estonia's national postal operator into an international technology and logistics company, the result shows that the company is well known and valued beyond its home state.

"For an Estonian state-owned company to remain among the Baltics' most loved brands year after year is by no means a given – it is a significant achievement. We have the largest parcel locker network in the Baltics and flexible technology-driven logistics solutions. This recognition shows that customers value the way we deliver – the convenience,

flexibility and choice we offer. We are delighted by that, and it motivates us to keep making our services even better," said Martti Kuldma, Chairman of the Management Board of Omniva.

For the second consecutive year, Omniva also ranked among the top ten most caring brands in the Baltics, taking ninth place this year. This ranking reflects whether consumers perceive a brand as responsible and caring about society.

"For us, a good parcel service increasingly means giving customers the freedom to choose, track, and change when, where and how they send or receive their parcels. That is why we are creating a close-to-home parcel locker network across the Baltics and developing increasingly flexible self-service solutions. To make our services faster and more efficient, we are using crowd delivery and testing new, more sustainable last-mile solutions, such as autonomous vehicles and cargo bikes," Kuldma added. The ranking of the Baltics' most loved brands is based on the



Baltic Brand Forum's annual Brand Capital study.

The ranking takes into account the share of consumers who consider a brand one of their

favourites and say they would definitely choose it again the next time they purchase the same type of product or service.

Source: [Omniva](#)