

Drinking Milk Products in Brazil

Market Direction | 2022-09-13 | 24 pages | Euromonitor

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Report description:

Milk is a commodity which is very dependent on the domestic economic situation. When the Brazilian economy, incomes and consumption grow, the dairy chain also grows. In 2020, the emergency aid provided by the federal government for unemployed and informal workers fostered consumption in classes C, D and E, which boosted sales of drinking milk products. This positive scenario was also related to the isolation measures imposed by COVID-19. People ate more at home, and especially younger consumers,...

Euromonitor International's Drinking Milk Products in Brazil report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Flavoured Milk Drinks, Milk, Powder Milk.

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

Why buy this report?

- * Get a detailed picture of the Drinking Milk Products 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.

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