

Drinking Milk Products in Denmark

Market Direction | 2022-09-08 | 22 pages | Euromonitor

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Report description:

Drinking milk products continued to register declining volume sales in 2022 as increasing numbers of Danish consumers reduced their consumption of cows' milk and the long-term negative growth trends continued to plague the category. Among the main reasons for the decline in interest in milk is that many people among the younger generation of Danish consumers are increasingly unlikely to regard milk as a healthy product, with concerns over the negative impact of lactose on the human digestive sys...

Euromonitor International's Drinking Milk Products in Denmark 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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reliable information resources to help drive informed strategic planning.

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