

## **Drinking Milk Products in Poland**

Market Direction | 2022-09-13 | 22 pages | Euromonitor

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### **Report description:**

In response to the economic challenges facing many local consumers, the Polish government introduced a range of tax amendments in early 2022 which included reducing VAT on some basic food items from 5% to 0%, with this including drinking milk products. This helped provide some breathing space in the budgets of lower-income households in Poland. At the same time, it has also had a positive impact on the consumption of drinking milk products, which is set to continue recording growth in retail vol...

Euromonitor International's Drinking Milk Products in Poland 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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