

## **Drinking Milk Products in Sweden**

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

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### **Report description:**

While drinking milk products saw an improved performance in 2020 due to the COVID-19 pandemic, with consumers spending more time at home, this was short-lived. Drinking milk products has struggled for a long time and sales started declining again in 2021 with this being expected to continue in 2022 as well. While price increases are expected to boost value sales in 2022, Swedish consumers are increasingly opting for other beverages than milk.

Euromonitor International's Drinking Milk Products in Sweden 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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