

## **Yoghurt and Sour Milk Products in Argentina**

Market Direction | 2022-09-07 | 18 pages | Euromonitor

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### **Report description:**

Drinking yoghurt experienced a surge in demand in 2020 following the outbreak of COVID-19 in Argentina. Because unit prices in the category are lower than those in flavoured and plain yoghurt, its appeal was strengthened by heightened budget-consciousness arising from the economic shock of the virus. Additionally, with schools closed for much of the year, increased appreciation for the convenience of this product type as a snack for children helped to boost demand. Retail volume sales subsequent...

Euromonitor International's Yoghurt and Sour Milk Products in Argentina 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: Sour Milk Products, Yoghurt.

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

### **Why buy this report?**

- \* Get a detailed picture of the Yoghurt and Sour 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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