

Yoghurt and Sour Milk Products in Denmark

Market Direction | 2022-09-08 | 21 pages | Euromonitor

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Report description:

The increasing consumer interest in healthy dairy products, especially those with an immunity boosting positioning, continue to support sales of sour milk products during 2022, although this trend did not benefit sales of yoghurt to the same extent. Nonetheless, some of the leading names in yoghurt are increasingly positioning their products as naturally healthy and/or fortified/functional, with the focus very much on gut health and immune system support. Category leader Arla Foods for instance...

Euromonitor International's Yoghurt and Sour 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: 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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reliable information resources to help drive informed strategic planning.

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