

Yoghurt and Sour Milk Products in Greece

Market Direction | 2022-09-13 | 20 pages | Euromonitor

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Report description:

Sour milk products is the best-performing category, thanks to rising consumer awareness of the health benefits of products such as kefir and ariani, as well as the widening product variety and availability, and the fact that such products are local and traditional in Greece. Players are capitalising on this trend with new product launches, for example as seen with Mevgal Macedonian Milk Industry SA's lactose-free kefir with 1.3% fat, and kefir from 100% goat's milk. The product emphasises the va...

Euromonitor International's Yoghurt and Sour Milk Products in Greece 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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Goat's milk yoghurt continues to grow in popularity

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