

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

Market Direction | 2022-09-13 | 21 pages | Euromonitor

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### **Report description:**

Retail volume sales of yoghurt and sour milk products are predicted to experience a return to pre-pandemic patterns in 2022, with retail volume sales set to see a modest decline while current value sales will be driven by higher retail prices. Sales growth will be driven by further demand for the smaller category of plain yoghurt, which is more affordable compared to other formats. This is a versatile format used both for cooking and snacking, and benefits from a more natural, and therefore heal...

Euromonitor International's Yoghurt and Sour Milk Products in Mexico 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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Euromonitor International

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On-the-go formats of drinking yoghurt regain relevance as consumers spend longer periods of time outside of the home

New labelling regulation encourages players to review formulations and develop new products to adopt healthier positioning

Yoghurt remains highly concentrated competitive landscape with players looking to more dynamic areas to add value to category

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