

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

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

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### **Report description:**

Outside of drinking milk products, yoghurt and sour milk products is the largest and most popular dairy category in Poland. The category benefits from regular investment in research and development and innovations, which help this category to remain attractive to Polish consumers. For instance, a relatively new product type in the market is the Icelandic plain yoghurt skyr, which has been added to the portfolios of many brands but also private label players, such as major discounter Biedronka. S...

Euromonitor International's Yoghurt and Sour Milk Products in Poland 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

September 2022

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