

Yoghurt and Sour Milk Products in Portugal

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

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Report description:

With the onset of the pandemic there was a change in eating habits. Consumers confined to their homes increasingly shifted away from drinking yoghurt, which is commonly consumed on-the-go, to flavoured yoghurt and plain yoghurt. Flavoured yoghurt holds the largest share in the category with Greek yoghurt common for indulgent consumption. Plain yoghurt is bought to mix with nuts, cereals and fresh fruits for a healthy snack or breakfast. These trends remain in 2022 even as society opens up as man...

Euromonitor International's Yoghurt and Sour Milk Products in Portugal 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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September 2022

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