

Yoghurt and Sour Milk Products in Romania

Market Direction | 2022-09-14 | 22 pages | Euromonitor

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Report description:

While value sales increased substantially in current terms in yoghurt and sour milk products in 2022, volume sales in the category were under pressure during the year as the non-essential status of these products for many consumers meant that they were able to forgo yoghurt and sour milk products in the face of high unit price growth. The main reason for unit price growth was high inflation and the rising cost of raw milk for yoghurt and sour milk products manufacturers. In addition, higher tran...

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

September 2022

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