

## **Yoghurt and Sour Milk Products in Saudi Arabia**

Market Direction | 2022-09-08 | 19 pages | Euromonitor

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### **Report description:**

Sales of yoghurt and sour milk products remained relatively stable throughout the pandemic in retail volume terms despite the introduction of 15% in VAT and the subsequent price increases that followed. In value terms the main growth driver in 2021 stemmed from price rises relating to an increase in production costs, many of which were related to the challenges created by the COVID-19 pandemic. However, in 2022, consumption is increasing again due to the lifting of restrictions and increased inv...

Euromonitor International's Yoghurt and Sour Milk Products in Saudi Arabia 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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