

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

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

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### **Report description:**

Similar to many dairy categories, the COVID-19 pandemic provided a boost to sales of yoghurt and sour milk products in 2020, with consumers spending more time at home. This was followed by a decline in retail volume terms in 2021 with this pattern continuing in 2022 as Sweden moves towards normalisation. As people return to the workplace and start to lead more active lifestyles again they are leaving less time to eat breakfast or cook meals and thus the demand for yoghurt and sour milk products...

Euromonitor International's Yoghurt and Sour Milk Products in Sweden 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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