

**Yoghurt and Sour Milk Products in Serbia**

Market Direction | 2022-09-29 | 16 pages | Euromonitor

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**Report description:**

Yoghurt and sour milk to expected to register a second year of volume decline, as the full opening up of society post lockdowns means people are spending less time at home and consuming less yoghurt and sour milk products a result. Price rises, largely driven by increased fuel prices stemming from the war in Ukraine, is also dampening volume demand. As a result, 2022 is seeing increased discounting.

Euromonitor International's Yoghurt and Sour Milk Products in Serbia 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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## Summary 1 Research Sources

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