

Drinking Milk Products in Austria

Market Direction | 2023-03-30 | 22 pages | Euromonitor

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Report description:

The consumption of drinking milk products is set to decline in retail volume terms in 2022. Reasons include the competition from plant-based products, more on-the-go consumption of coffee due to increased mobility, and consumers generally decreasing their consumption of cow's milk, as this is not always considered healthy. The increasing number of consumers with lactose intolerance is also impacting volume sales. Nevertheless, in retail current value terms drinking milk products is set to return...

Euromonitor International's Drinking Milk Products in Austria 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 2018-2022, 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 2027, clearly indicating how the market is expected to change.

Product coverage: Flavoured Milk Drinks, Milk, Powder Milk.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Drinking 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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