

Drinking Milk Products in Denmark

Market Direction | 2023-09-25 | 19 pages | Euromonitor

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Report description:

Drinking milk products continued to register declining volume sales in 2023 as increasing numbers of Danish consumers reduced their consumption of cows' milk and the long-term negative growth trends continued to plague the category. As consumer demand weakened in 2023, manufacturers and retailers started to lower prices of drinking milk products. Arla Foods, which represents approximately over half of drinking milk products sales by value, has begun this process in Denmark, but its competitors a...

Euromonitor International's Drinking Milk Products in Denmark 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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reliable information resources to help drive informed strategic planning.

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