

## **Drinking Milk Products in Germany**

Market Direction | 2023-09-26 | 22 pages | Euromonitor

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### **Report description:**

The demand for drinking milk products in Germany is declining following certain shifts in consumer patterns. With an increasing number of local consumers adopting alternative diets, such as veganism or flexitarianism, the evolution of dietary patterns is impacting the demand for traditional cow's milk. Changing perceptions of health and nutrition are also influencing this decline in drinking milk consumption. While milk has long been associated with promoting strong bones and overall health, som...

Euromonitor International's Drinking Milk Products in Germany 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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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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