

## **Drinking Milk Products in the Netherlands**

Market Direction | 2023-09-29 | 21 pages | Euromonitor

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### **Report description:**

In 2023 in the Netherlands, overall retail volume sales for drinking milk products continue to decline. However, the rise in average unit prices has boosted overall value sales. Drinking milk products is now a mature category, which goes some way to explaining its negative trajectory over time. Further, while fresh milk was once a crucial component of Dutch diets, new consumption trends are seeing shifting consumer preferences, undermining sales in milk. At the same time, organic drinking milk p...

Euromonitor International's Drinking Milk Products in Netherlands 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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