

## **Yoghurt and Sour Milk Products in Argentina**

Market Direction | 2023-09-25 | 18 pages | Euromonitor

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### **Report description:**

Sales of yoghurt and sour milk products is set to decline in retail volume terms in 2023, driven by decreased purchasing power, with prices increasing well above the average inflation rate. The performance of drinking yoghurt is expected to be weaker than flavoured yoghurt, with flavoured yoghurt consumption focused on middle- and high-income consumers, whereas for drinking yoghurt, a significant part of the demand is from lower-income consumers

Euromonitor International's Yoghurt and Sour Milk Products in Argentina 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: 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International

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