

Yoghurt and Sour Milk Products in Denmark

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

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Report description:

With the cost of living pressures remaining a cause for concern in 2023, less-essential products like yoghurts are being overlooked in the weekly shop. The switch to private labels and economy brands has also accelerated, with Danes paying more attention to discounts and promotions when shopping for yoghurts and sour milk products. Retail volume sales have recovered slightly in 2023 as a result of the lower prices and promotions.

Euromonitor International's Yoghurt and Sour 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: 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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