

Yoghurt and Sour Milk Products in Egypt

Market Direction | 2023-09-26 | 17 pages | Euromonitor

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Report description:

Yoghurt and sour milk products is witnessing a small increase in retail volume and value during 2023, despite the big increases in prices by more than 60%. These increases are driven by the rise in raw milk and animal feed prices, in addition to low supply and global inflation. Plain yoghurt is witnessing the best performance, with consumers preferencing the product for its health benefits - being low in calories and benefiting digestive health - while many use it in cooking.

Euromonitor International's Yoghurt and Sour Milk Products in Egypt 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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Euromonitor International

September 2023

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