

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

Market Direction | 2023-09-26 | 19 pages | Euromonitor

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### **Report description:**

Inflation and increased prices of milk resulted in price hikes in yoghurt. This led to consumers turning to private labels, being unable to afford branded options. As a result, private label gained a significant market share, occupying the second place in terms of current retail sales volume while approaching the share of pioneer FAGE.

Euromonitor International's Yoghurt and Sour Milk Products in Greece 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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## Table of Contents:

Yoghurt and Sour Milk Products in Greece

Euromonitor International

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List Of Contents And Tables

### YOGHURT AND SOUR MILK PRODUCTS IN GREECE

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Branded players reduce their price points to compete with private label

Functional and free-from yoghurt align with rising health and wellness demands

Sour milk sees positive results as consumers appreciate the health benefits

#### PROSPECTS AND OPPORTUNITIES

Product innovation focuses on functional yoghurts, aligning with health demands?

Goat's milk yoghurt will continue to gain popularity over the forecast period?

Basic yoghurt declines while the popularity of Kefir rises?

#### CATEGORY DATA

Table 1 Sales of Yoghurt and Sour Milk Products by Category: Volume 2018-2023

Table 2 Sales of Yoghurt and Sour Milk Products by Category: Value 2018-2023

Table 3 Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2018-2023

Table 4 Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2018-2023

Table 5 Sales of Flavoured Yoghurt by Flavour: Rankings 2018-2023

Table 6 NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2019-2023

Table 7 LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2020-2023

Table 8 Distribution of Yoghurt and Sour Milk Products by Format: % Value 2018-2023

Table 9 Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2023-2028

Table 10 □Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2023-2028

Table 11 □Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2023-2028

Table 12 □Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2023-2028

### DAIRY PRODUCTS AND ALTERNATIVES IN GREECE

#### EXECUTIVE SUMMARY

Dairy products and alternatives in 2023: The big picture

Key trends in 2023

Competitive Landscape

□Channel developments

What next for dairy products and alternatives?

#### MARKET DATA

Table 13 Sales of Dairy Products and Alternatives by Category: Value 2018-2023

Table 14 Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023

Table 15 NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023

Table 16 LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023

Table 17 Penetration of Private Label by Category: % Value 2018-2023

Table 18 Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023

Table 19 Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028

Table 20 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

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## SOURCES

### Summary 1 Research Sources

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