

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

Market Direction | 2023-09-26 | 20 pages | Euromonitor

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### **Report description:**

The leading market players' sales figures showed that customers preferred products that supported the immune system during the pandemic. This demand continued during 2023, with Actimel retaining a prominent position in the drinking yoghurt market. New product launches have also aligned themselves with this positioning. For example, the new Mizo Immun+ yoghurts target growing immunity-conscious consumers. The product is available in three flavours, made with added vitamin D and zinc, with the pro...

Euromonitor International's Yoghurt and Sour Milk Products in Hungary 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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Fortified and immune-friendly products hit the shelves, aligning with health trends

Large sizes rise in popularity, offered in discounter stores

Danone leads, offering well-established brands to consumers

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Private label becomes increasingly competitive, offering added benefits

Innovation targets consumers growing taste for novelty

Reduced sugar and fat content while lactose-free versions increase

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