

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

Market Direction | 2023-09-26 | 16 pages | Euromonitor

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### **Report description:**

Yoghurt and sour milk drinks recorded a drop in sales in 2023 as they remained rather expensive in the year following significant price increases in 2022. With economic uncertainty and declining purchasing power in Latvia, consumer demand for these non-essential products has waned. Turkish and Greek yoghurt, including plain yoghurt without additives, however, have recently attracted consumer interest as they appeal in terms of taste and price.

Euromonitor International's Yoghurt and Sour Milk Products in Latvia 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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