

Yoghurt and Sour Milk Products in Lithuania

Market Direction | 2023-09-27 | 17 pages | Euromonitor

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Report description:

Yoghurt and sour milk products registered a negative retail volume sales performance in 2023 and this can be attributed largely to the non-essential status of these products. Unlike cheese and drinking milk products, yoghurt has never been seen as an essential dairy product for daily consumption among the population of Lithuania. For this reason, the category based greater challenges towards the end of the review period as high inflation undermined the spending power of local consumers. While co...

Euromonitor International's Yoghurt and Sour Milk Products in Lithuania 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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Sour milk products proves more resilient than yoghurt amidst pressure on spending

High sugar content of flavoured yoghurt undermines demand to a high degree

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No major changes expected in the prevailing trends in yoghurt and sour milk products

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