

Yoghurt and Sour Milk Products in Romania

Market Direction | 2023-09-27 | 19 pages | Euromonitor

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Report description:

Yoghurt and sour milk products is facing the cross-category trends of value sales being driven by increased unit prices, with volume sales in a slump. The growth of average unit prices in 2023 is a consequence of high inflation, a deficit of raw milk at the farm level, and cost increases for processing, logistics, and retail. Meanwhile, this inflationary landscape is also resulting in a significant loss of purchasing power for consumers. Indeed, prices for food overall are increasing, thus consu...

Euromonitor International's Yoghurt and Sour Milk Products in Romania 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 face competition from artisanal variants direct from the farm

Yoghurt remains in demand due to its healthy attributes, although some consumers trade down

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Return to volume growth expected, thanks to traditional and emerging trends

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