

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

Market Direction | 2023-09-27 | 15 pages | Euromonitor

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### **Report description:**

As Serbians returned to pre-pandemic lifestyles in the latter half of the review period, retail volume sales of yoghurt and sour milk was pushed into decline. In 2023, consumers are still spending more time outside of the home and are enjoying eating out in the foodservice channel. This factor continues to impinge on retail volume sales of yoghurt and sour milk products in 2023. Moreover, local producers largely focus on offering larger bottles of yoghurt (1 litre) that is not suitable for on-th...

Euromonitor International's Yoghurt and Sour Milk Products in Serbia 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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