

Yoghurt and Sour Milk Products in Slovenia

Market Direction | 2023-09-28 | 17 pages | Euromonitor

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Report description:

Flavoured yoghurt is the fastest growing category in yoghurt and sour milk products. Consumers are looking for new flavour variations to enrich their diets and to sustain their interest. As a result, in addition to long standing popular fruity and natural flavours, more exotic and complex flavour combinations are now being introduced, such as the new yoghurt from Mlekarna Celeia with cranberry and acai berries or honey and almond yoghurt from Kmetija Hecl, a local farm producer.

Euromonitor International's Yoghurt and Sour Milk Products in Slovenia 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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Euromonitor International

September 2023

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Flavoured yoghurt continues to enjoy rapid growth boosted by growing demand for and availability of more complex flavour combinations

Growing attraction among consumers for natural local products fails to undermine the strong position of the leading larger players

Value-added benefits boost demand for yoghurt among both adults and children

PROSPECTS AND OPPORTUNITIES

Ongoing steady development of retail e-commerce as consumers become accustomed to the convenience of buying online

Strong forecast period growth of yoghurt as players develop the category further through exotic flavour combinations

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