

Yoghurt and Sour Milk Products in the Netherlands

Market Direction | 2023-09-29 | 20 pages | Euromonitor

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Report description:

Sour milk products overall is falling in terms of retail volume sales in the Netherlands in 2023, though the decline is less steep than that of 2022. While plain yoghurt is witnessing positive growth, other members of yoghurt and sour milk products are falling - largely thanks to unfavourable prices. For flavoured and drinking yoghurts, the scepticism surrounding sugar and artificial sweeteners is further fuelling their descent.

Euromonitor International's Yoghurt and Sour Milk Products in Netherlands 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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