

Yoghurt and Sour Milk Products in the Philippines

Market Direction | 2023-09-26 | 17 pages | Euromonitor

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Report description:

Yoghurt and sour milk products continued to record robust growth in retail volume terms in 2023. Sales are almost entirely made up of drinking yoghurt, and Yakult in particular, which benefits from local production. During the pandemic, the brand benefitted from the desire of consumers to improve their immunity, for which the probiotics contained within Yakult are known to be beneficial. These heightened health concerns served to boost the performance of drinking yoghurt in 2023, alongside impro...

Euromonitor International's Yoghurt and Sour Milk Products in Philippines 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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