

Drinking Milk Products in Brazil

Market Direction | 2023-10-18 | 23 pages | Euromonitor

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Report description:

As inflation impacted the Brazilian economy, the price of milk experienced a significant increase, leading to up to an 80% hike. This surge in prices put pressure on the disposable incomes of Brazilian consumers, making milk unaffordable for many segments of society. The resulting economic polarisation has been reflected in milk consumption patterns, with signs of volume recovery primarily observed in the premium milk segment, such as a2a2 milk, which is known for its distinct protein compositio...

Euromonitor International's Drinking Milk Products in Brazil 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: Flavoured Milk Drinks, Milk, Powder Milk.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Drinking 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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