

## **Drinking Milk Products in Belgium**

Market Direction | 2024-08-01 | 21 pages | Euromonitor

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### **Report description:**

Retail prices of drinking milk products in Belgium reported record price increases in 2023, but these prices started to ease during 2024 in line with lower inflation. Consumers have responded well to lower prices leading to marginal volume growth in drinking milk products over 2024. Shelf-stable milk remained the most important option for Belgians as it is cheaper than fresh drinking milk and has a strong presence of private label. Within shelf-stable milk, full-fat is giving way to semi-skimmed...

Euromonitor International's Drinking Milk Products in Belgium 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 2019-2023, 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 2028, 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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