

Drinking Milk Products in Australia

Market Direction | 2024-08-07 | 23 pages | Euromonitor

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Report description:

Milk is a staple in Australian households, with the country's per capita consumption ranking among the highest globally, indicating consistent demand. In 2024, total volume sales of both fresh and shelf stable milk are growing, while value sales continue to exhibit healthy growth. Influenced by cost-of-living pressures, many cost-sensitive consumers have increasingly turned to private label products, which have shown strong growth in recent years and now account for the majority of volume share...

Euromonitor International's Drinking Milk Products in Australia 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.

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