

## **Drinking Milk Products in Austria**

Market Direction | 2024-08-06 | 22 pages | Euromonitor

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### **Report description:**

In 2024, drinking milk products in Austria is set to see a further drop in retail volume sales, but good, if slower, retail current value growth, supported by unit price increases. Consumers in Austria are drinking less cow's milk. Retail volume sales of cow's milk are set to decline further in 2024. In retail current value terms, however, cow's milk is predicted to see a stable performance in 2024, mainly due to price increases caused by the higher costs for cow's milk. Goat milk is set to reco...

Euromonitor International's Drinking Milk Products in Austria 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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Euromonitor International  
August 2024

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## SOURCES

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