

Drinking Milk Products in Bolivia

Market Direction | 2024-08-05 | 19 pages | Euromonitor

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Report description:

The consumption of drinking milk products in Bolivia, and that of milk in particular, is on the rise in 2024, driven by significant local milk production which increases every year. Per capita consumption reaches 68 litres, marking a 30% rise over the past decade. Local authorities aim to boost this to 100 litres, promoting milk through programmes like the "school breakfast" initiative, which includes milk in children's breakfast meals in educational units.

Euromonitor International's Drinking Milk Products in Bolivia 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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