

## **Drinking Milk Products in Colombia**

Market Direction | 2024-08-08 | 18 pages | Euromonitor

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### **Report description:**

In terms of consumer preferences, semi-skimmed shelf stable milk accounts for the largest proportion of drinking milk in volume terms, with the remainder mostly attributable to fat-free varieties. However full-fat milk brand Alqueria has been evoking consumer nostalgia with its whole milk Super Creamy offering. Its marketing communication states, "rediscover the taste of old milk and be surprised by the irresistible creaminess of your drink", in an attempt to convince more consumers to return to...

Euromonitor International's Drinking Milk Products in Colombia 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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Euromonitor International  
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