

Drinking Milk Products in Denmark

Market Direction | 2024-08-19 | 20 pages | Euromonitor

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Report description:

The market for drinking milk products in Denmark is predicted to experience a further decline in retail volume sales in 2024. A growing number of Danish consumers, particularly younger generations, are reducing their consumption of cow's milk, due to a combination of rising health awareness and concerns about the environmental impact of cattle farming, given the substantial amounts of water and feed required for milk production. Animal welfare issues also weigh heavily on the minds of younger co...

Euromonitor International's Drinking Milk Products in Denmark 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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