

Drinking Milk Products in Poland

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

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Report description:

Drinking milk products is achieving small positive retail volume gains in 2024, while value is better supported by high unit prices. Indeed, we have seen high production costs for milk in Poland, which has placed pressure on manufacturers. That said, the industry is also noted to be supported by export sales and, with inflationary pressures starting to ease, the situation is looking more stable. However, players still need to find a balance between high costs and strategic adjustments, in order...

Euromonitor International's Drinking Milk Products in Poland 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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DRINKING MILK PRODUCTS IN POLAND

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