

Drinking Milk Products in Portugal

Market Direction | 2024-08-16 | 22 pages | Euromonitor

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Report description:

The consumption of drinking milk products has continued to decline in retail volume terms in 2024, although the category has continued to post moderate growth in current value terms. This can be explained by rising milk production costs which has placed pressure on the margins of dairy companies which in turn has resulted in rising prices for the end consumer. Additionally, retailers have also scaled back their cut-price promotions due to the impact of increasing costs and due to the impact of i...

Euromonitor International's Drinking Milk Products in Portugal 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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