

## **Drinking Milk Products in Romania**

Market Direction | 2024-08-16 | 20 pages | Euromonitor

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### **Report description:**

Drinking milk products witnessed further volume sales decline in 2024 due to retail price growth. The rising cost of milk production, processing and retailing has put upward pressure on milk prices. On the demand side, the cost of living has undermined purchasing power leading to lower consumption of drinking milk products. Semi skimmed fresh milk was included in the new government legislation, which limits the total mark-up at 20% for processors and retailers until December 2024. This helped to...

Euromonitor International's Drinking Milk Products in Romania 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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reliable information resources to help drive informed strategic planning.

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