

## **Yoghurt and Sour Milk Products in Austria**

Market Direction | 2024-08-06 | 21 pages | Euromonitor

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### **Report description:**

Yoghurt and sour milk products in Austria is projected to register a modest increase in retail volume sales and a healthy, if slower, rise in retail current value sales in 2024. The demand for these products remains at a high level. Plain yoghurt is predicted to see the highest retail volume and value growth in yoghurt and sour milk products at the end of the review period, ascribed to these products being considered natural and in line with the health and wellness trend. Plain yoghurt is a pref...

Euromonitor International's Yoghurt and Sour Milk Products in Austria 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: Sour Milk Products, Yoghurt.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

### **Why buy this report?**

- \* Get a detailed picture of the Yoghurt and Sour 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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