

Yoghurt and Sour Milk Products in Greece

Market Direction | 2024-08-16 | 19 pages | Euromonitor

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Report description:

Within the Greek dairy market, yoghurt and sour milk products is the only category expected to experience an increase in retail sales volumes in 2024. Yoghurt holds a significant place in the Greek diet, serving not just as a breakfast staple, but also as a versatile ingredient in various dishes. Growth is being largely driven by a decisive shift towards healthier options, with Greek consumers increasingly seeking foods that offer beneficial properties. Functional yoghurts, in particular, are ga...

Euromonitor International's Yoghurt and Sour Milk Products in Greece 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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YOGHURT AND SOUR MILK PRODUCTS IN GREECE

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Shift towards private labels amid ongoing economic pressures

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SOURCES

Summary 1 Research Sources

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