

Yoghurt and Sour Milk Products in Guatemala

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

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Report description:

Yoghurt and sour milk products is expected to register both healthy current value and volume growth in Guatemala in 2024. That being said, value sales are negligible for sour milk products. Consumers are becoming more health conscious and there is an increasing offering of fortified yoghurt, and in particular yoghurt with added protein. The addition of protein in particular appeals to fitness enthusiasts, as it can help build muscle. Offerings include from brands Yes and Yoplait.

Euromonitor International's Yoghurt and Sour Milk Products in Guatemala 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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reliable information resources to help drive informed strategic planning.

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