

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

Market Direction | 2024-08-14 | 20 pages | Euromonitor

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### **Report description:**

Although retail demand for yoghurt and sour milk products in Mexico continues to rise in 2024, volume sales of drinking yoghurt, the leading format in the category, are struggling to recover post-pandemic. Yoghurt is considered a convenient product with high availability in different retail channels. It can be consumed for breakfast, as a quick snack between main meals, and as a dessert. Drinking yoghurt, in particular, can be consumed on the go, and is appreciated by busy workers who look for n...

Euromonitor International's Yoghurt and Sour Milk Products in Mexico 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

August 2024

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## SOURCES

### Summary 1 Research Sources

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