

Yoghurt and Sour Milk Products in Poland

Market Direction | 2024-08-20 | 19 pages | Euromonitor

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Report description:

Plain yoghurt and sour milk products are performing well in Poland in 2024, due to several key factors. First, these products are more affordable, making them accessible to a wide range of consumers. Second, their natural composition, often with fewer additives, aligns with the growing consumer preference for clean label foods. Third, these products are perceived as high in protein, which appeals to health-conscious consumers. Additionally, the beneficial impact of yoghurt and sour milk on gut h...

Euromonitor International's Yoghurt and Sour Milk Products in Poland 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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