

Yoghurt and Sour Milk Products in Saudi Arabia

Market Direction | 2024-08-15 | 18 pages | Euromonitor

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Report description:

The market for yoghurt and sour milk products in Saudi Arabia is set to experience robust growth in total volume terms in 2024, driven primarily by the integral role that these products play in the diets of many consumers. Demand experiences a significant surge during the Hajj and Umrah pilgrimages, when pilgrims from around the world travel to cities like Mecca and Medina. The holy month of Ramadan is also a peak time for sales, with yoghurt and sour milk products being central to traditional m...

Euromonitor International's Yoghurt and Sour Milk Products in Saudi Arabia 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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