

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

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

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### **Report description:**

Yoghurt and sour milk products has seen moderate growth in current value terms in 2024, but at a slower rate than in the previous year. Despite this positive performance in value terms, yoghurt and sour milk products has continued to report declining sales in retail volume terms with value growth largely fuelled by price increases and inflation than an increase in demand.

Euromonitor International's Yoghurt and Sour Milk Products in Switzerland 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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Healthy and convenient image ensures yoghurt remains popular despite ongoing challenges facing the category

Private label retains its dominance as prices remain inflated

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## SOURCES

### Summary 1 Research Sources

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