

## **Yoghurt and Sour Milk Products in the Czech Republic**

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

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### **Report description:**

Yoghurt and sour milk products in the Czech Republic witnessed a rebound in retail volume sales. Reduced sugar yoghurts are gaining momentum in 2024 as Czech consumers embraced healthier and more balanced diets. This trend has also been driven by growing awareness of the negative health effects associated with high sugar consumption. As a result, yoghurt brands offering reduced sugar or sugar-free options are becoming more popular, presenting a significant opportunity for producers to grow sales...

Euromonitor International's Yoghurt and Sour Milk Products in Czech Republic 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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