

## **Yoghurt and Sour Milk Products in the Netherlands**

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

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### **Report description:**

A major shift in eating habits is a key growth driver in yoghurt and sour milk products in the Netherlands. Yoghurt and skyr variants, in particular, have been performing well with retail volume growth projected for 2024. Research by the leading player Royal FrieslandCampina shows that the number of Dutch consumers who eat yoghurt for breakfast has almost doubled since 2016. Roughly 30% of consumers have a bowl of yoghurt with fruit, muesli or other types of seeds and grains for breakfast, rather...

Euromonitor International's Yoghurt and Sour Milk Products in Netherlands 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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