

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

Market Direction | 2024-08-14 | 25 pages | Euromonitor

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### **Report description:**

As US consumers are interested in natural, low processed sources of nutrients, kefir and full fat sour milk products continue to penetrate a wider consumer base, ensuring dynamic retail volume growth for sour milk products in 2023, which is set to continue, although at a lower rate, in 2024. Sour milk products have also been able to secure consumer support through a widening array of flavours for items such as kefir, which previously intimidated consumers wary of plain sour flavours. Appealing t...

Euromonitor International's Yoghurt and Sour Milk Products in USA 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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YOGHURT AND SOUR MILK PRODUCTS IN THE US

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