

## **Dairy Products and Alternatives in Serbia**

Market Direction | 2024-08-30 | 61 pages | Euromonitor

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### **Report description:**

In 2024, dairy products and alternatives in Serbia continues to navigate the challenges posed by a reduction in milk production that began in the previous year. The raw milk price remains unfavourably low, leading many farmers to abandon dairy farming altogether, sending their cows to slaughter. This shift significantly reduces the domestic supply of raw milk, exacerbating supply constraints. The Serbian government is attempting to shield local milk producers from the influx of imported brands,...

Euromonitor International's Dairy Products and Alternatives in Serbia 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: Baby Food, Dairy, Plant-based Dairy.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Dairy Products and Alternatives 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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