

Drinking Milk Products in Slovakia

Market Direction | 2024-08-30 | 20 pages | Euromonitor

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Report description:

Drinking milk products is seeing declining retail value sales in 2024, while retail volume maintains small, positive, baseline volume growth. It is noted that product innovation is particularly important in drinking milk products, alongside strong marketing support and promotional activities. For example, as seen with Danone expanding into new areas with its assortment of functional products. These include the YoPRO Protein Shake, which contains 15g of protein, is low in fat, and features no add...

Euromonitor International's Drinking Milk Products in Slovakia 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: Flavoured Milk Drinks, Milk, Powder Milk.

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

Why buy this report?

- * Get a detailed picture of the Drinking 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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