

## **Drinking Milk Products in South Africa**

Market Direction | 2024-08-28 | 21 pages | Euromonitor

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### **Report description:**

Grocery retailers are concentrating on offering consumers the lowest possible prices for essential items such as drinking milk products in South Africa, as food costs have been skyrocketing. This leaves farmers and producers with little room to raise their prices, even as the cost of manufacturing increases. Additionally, load shedding (rolling blackouts) has forced manufacturers to invest in backup power supplies in an attempt to address the spoilage of milk that cannot be processed in time.

Euromonitor International's Drinking Milk Products in South Africa 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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