

## **Dairy Products and Alternatives in Tanzania**

Market Direction | 2024-09-05 | 33 pages | Euromonitor

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### **Report description:**

Tanzania's dairy products and alternatives continues to benefit from government investment in local dairy production and the raising of import taxes. The country's large, affluent middle class underpins demand for more expensive value-added dairy products and alternatives. However, although inflation remains lower than in other countries in Africa, prices are still increasing, leading to a shift in consumer consumption habits.

Euromonitor International's Dairy Products and Alternatives in Tanzania 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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reliable information resources to help drive informed strategic planning.

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