

## **Drinking Milk Products in Sweden**

Market Direction | 2024-09-05 | 20 pages | Euromonitor

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### **Report description:**

Drinking milk products in Sweden is facing maturity in 2024. Further, the category is dealing with intensified competition from plant-based milks, with the latter seeing sales driven by novelty value, innovation and rising environmental consciousness. In 2023, Normejerier closed down its Lulea dairy, stating reduced local milk consumption as the reason, in the face of still-high production costs which continue to increase. Profitability is thus under pressure, and Normejerier has been grappling...

Euromonitor International's Drinking Milk Products in Sweden 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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**SOURCES**

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