

Yoghurt and Sour Milk Products in Sweden

Market Direction | 2024-09-05 | 19 pages | Euromonitor

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Report description:

Yoghurt and sour milk products in Sweden are seeing a marginal decline in terms of retail volume sales in 2024, prompting players to focus more on driving value sales. However, the overall category is struggling with retail current value sales as they fall faster than volume sales and at an accelerated rate compared to 2023. Players are thus investing in health and wellness add-ons and superior flavour experiences to stay ahead of the competition. Natural products without additives remain a stro...

Euromonitor International's Yoghurt and Sour 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: Sour Milk Products, Yoghurt.

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

Why buy this report?

- * Get a detailed picture of the Yoghurt and Sour 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International

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