

# Dairy Products and Alternatives in Jordan

<https://marketpublishers.com/r/D6E084763B3AEN.html>

Date: September 2023

Pages: 31

Price: US\$ 2,100.00 (Single User License)

ID: D6E084763B3AEN

## Abstracts

Dairy products continues to perform well in 2023 due to the pandemic coming to an end. Likewise, the return of tourists, more women in the workforce, and the expansion of chained supermarkets and hypermarkets will continue to drive growth. However, in 2023, dairy products face a new set of challenges due to inflated prices as oil and fuel prices increase across the globe. This will limit spending and drive many consumers to trade down and favour domestic brands, which are cheaper.

Euromonitor International's Dairy Products and Alternatives in Jordan 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 2018-2022, 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 directly informs our forecasts to 2027, 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International  
September 2023

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