

# Drinking Milk Products in Eastern Europe

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## Abstracts

Over 2013-2018 drinking milk products in Eastern Europe saw positive value growth, yet development was restrained by the complicated economic and political situation in Russia and Ukraine, as well as imbalance caused by the abolition of milk quotas in the EU. Milk alternatives appear to have great potential in the region, as cows' milk stagnates. Over the forecast period the category is expected to see moderate value growth, constrained by the maturity of the cows' milk category.

Euromonitor International's Drinking Milk Products in Eastern Europe global briefing offers an insight into to the size and shape of the Packaged Food market, highlights buzz topics, emerging geographies, categories and trends and identifies the leading companies and brands. It also offers strategic analysis on driving packaged food industry trends like health and wellness, premiumisation, convenience and value-for-money and how those trends influence factors like new product developments, packaging innovations, retail distribution and retail pricing both historically and into the future.

**Product coverage:** Cooking Ingredients and Meals, Dairy Products and Alternatives, Snacks, Staple Foods.

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

## Why buy this report?

Get a detailed picture of the Packaged Food 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.

## Contents

Introduction  
Regional Overview  
Leading Companies and Brands  
Forecast Projections  
Country Snapshots

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