

Other Dairy in Greece

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Condensed milk loses retail value share but remains the largest category. Sales were traditionally high in Greece because this type of milk was traditionally used to mix with coffee. With the trend favouring espresso and away from instant coffee, the type of milk used in coffee also changed from condensed to RTD milk.

Euromonitor International's Other Dairy in Greece report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2012-2016, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2021 illustrate how the market is set to change.

Product coverage: Chilled and Shelf Stable Desserts, Chilled Snacks, Coffee Whiteners, Condensed Milk, Cream, Fromage Frais and Quark.

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

Why buy this report?

- Get a detailed picture of the Other Dairy 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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