

Other Dairy in Greece

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Other dairy lags behind the other categories comprising dairy products in Greece in terms of investment and, as a result, innovation remains low in the category, hindering growth. The largest other dairy category, evaporated milk, continues to suffer due to the maturity of demand and the general shift away from the use of this type of milk, which was traditionally added to coffee. With Greeks migrating away from instant coffee towards fresh ground coffee, the type of milk they use in their...

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 2011-2015, 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 2020 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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