

Yoghurt and Sour Milk in Latin America

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Date: April 2020

Pages: 60

Price: US\$ 1,325.00 (Single User License)

ID: YDEA2E9C50A7EN

Abstracts

Yoghurt and Sour Milk products are benefiting from the health trend in Latin America and brands claim benefits such as fortified with probiotics, reduced fat or sugar and lactose or dairy free. One driver of this trend are the labelling laws in many countries from the region. Local fruits have been a focus of premiumisation throughout Latin America. In some countries yoghurt and sour milk product are not traditionally part of eating occasions such as Breakfast which remains a barrier for growth.

Euromonitor International's Yoghurt and Sour Milk in Latin America 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.

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

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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.

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