

# 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.

### 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.

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