

# Yoghurt and Sour Milk Products in Brazil

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## Abstracts

Alongside the challenges faced by the dairy industry in terms of milk supply difficulties, and thus higher costs, the differing production processes for yoghurt have increased costs for products that are often considered non-essential, and targeted towards niche consumer groups. Discussions surrounding premiumisation in yoghurt suggest that a key value driver for this category (and indeed other dairy products) lies in emphasising health and functionality claims, such as “high protein” and “lacto...

Euromonitor International's Yoghurt and Sour Milk Products in Brazil report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2019-2023, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in directly informs our forecasts to 2028, clearly indicating how the market is expected to change.

Product coverage: Sour Milk Products, Yoghurt.

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

Why buy this report?

Get a detailed picture of the Yoghurt and Sour Milk Products 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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Euromonitor International

October 2024

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