

# Yoghurt and Sour Milk Products in South Africa

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## Abstracts

Sour milk products are commonly preferred by lower-income consumers, who are particularly susceptible to price increases. These consumers often opt for such products due to their relatively lower cost compared with other dairy items, making sour milk an affordable and accessible source of nutrition. Maas (a fermented sour milk product) is an important protein source for many consumers in South Africa, regardless of their income. A popular way to consume maas is to combine it with maize meal (pap...

Euromonitor International's Yoghurt and Sour Milk Products in South Africa 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 2018-2022, 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 2027, 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

September 2023

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