

Yoghurt and Sour Milk Products in Ukraine

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Abstracts

Sales of yoghurt were particularly hard hit by the impact of Russia's invasion of Ukraine, with volume sales plummeting. For many people, yoghurt is not included in their core basket of goods and therefore in response to the challenges presented by the war and its impact on the economy many people stopped buying it. Sour milk products like kefir and ryazhanka were not quite as hard hit, albeit sales still declined sharply in 2022. These products benefit from being seen as more traditional dairy...

Euromonitor International's Yoghurt and Sour Milk Products in Ukraine 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.

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