

Yoghurt and Sour Milk Products in Venezuela

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Abstracts

Yoghurt has never been under price regulation, so companies have been reallocating scarce inputs such as raw milk to yoghurt production, in a strategic move to improve the profitability eroded by government controls. The low per capita consumption of yoghurt, compared with what is seen in other countries in the region, indicates that the category has room for expansion; nonetheless, shortages of inputs and much weaker household budgets have prevented a stronger performance. When compared with ot...

Euromonitor International's Yoghurt and Sour Milk Products in Venezuela report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2013-2017, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2022 illustrate how the market is set 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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