

# Yoghurt and Sour Milk Drinks in Belgium

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## Abstracts

As in many other categories, the major trend in yoghurt and sour milk drinks is the consumers' return towards more basic and natural products in 2011. This turnaround favours sales of basic and authentic products such as full-fat fruited yoghurt on the one hand and self-indulgent and rather sophisticated on the other hand. This movement has been at the expense of most health and wellness products, which have collapsed – with the exception of organic products that are in fact also considered...

Euromonitor International's Yoghurt and Sour Milk Drinks in Belgium report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2006-2010, 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 2015 illustrate how the market is set to change.

**Product coverage:** Sour Milk Drinks, 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 Drinks 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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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December 2011

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