

Yoghurt and Sour Milk Drinks in Colombia

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Abstracts

Functional products in yoghurt and sour milk drinks continued to increase in popularity in 2011, as indicated by the strong retail volume growth of functional drinking yoghurt and functional spoonable yoghurt. The most common attributes of functional products in yoghurt are pro/prebiotic ingredients, agents to improve the immune system and ingredients or a combination of ingredients to help reduce cholesterol. The most popular functional brands are Regeneris, Yox, Vibe con Cardiovita, Activia...

Euromonitor International's Yoghurt and Sour Milk Drinks in Colombia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2007-2011, 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 2016 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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Domestic Manufacturers Lead Packaged Food Market

Small Independent Grocers and Large Retailers Dominate Distribution

Volume Growth Set To Be Stronger Over the Forecast Period

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Manufacturers Offer Different Packaging Formats To Suit Consumer Needs

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