

# Yoghurt and Sour Milk Drinks in Greece

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## Abstracts

Functional yoghurt is losing its momentum with sales declining in both drinking and spoonable formats. Driven by declines in disposable incomes and the fact that these products are considerably more expensive than plain yoghurt, functional products are amongst the worst performers in yoghurt.

Euromonitor International's Yoghurt and Sour Milk Drinks in Greece 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 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.

## Contents

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Yoghurt and Sour Milk Drinks by Category: Volume 2006-2011

Table 2 Sales of Yoghurt and Sour Milk Drinks by Category: Value 2006-2011

Table 3 Sales of Yoghurt and Sour Milk Drinks by Category: % Volume Growth 2006-2011

Table 4 Sales of Yoghurt and Sour Milk Drinks by Category: % Value Growth 2006-2011

Table 5 Soy-based vs Dairy-based Yoghurt % Breakdown 2010

Table 6 Leading Flavours for Flavoured Spoonable Yoghurt 2006-2011

Table 7 Leading Flavours for Fruited Spoonable Yoghurt 2006-2011

Table 8 Yoghurt and Sour Milk Drinks Company Shares 2006-2010

Table 9 Yoghurt and Sour Milk Drinks Brand Shares 2007-2010

Table 10 Sales of Yoghurt and Sour Milk Drinks by Distribution Format: % Analysis 2006-2011

Table 11 Forecast Sales of Yoghurt and Sour Milk Drinks by Category: Volume 2011-2016

Table 12 Forecast Sales of Yoghurt and Sour Milk Drinks by Category: Value 2011-2016

Table 13 Forecast Sales of Yoghurt and Sour Milk Drinks by Category: % Volume Growth 2011-2016

Table 14 Forecast Sales of Yoghurt and Sour Milk Drinks by Category: % Value Growth 2011-2016

Agno Dairy Industry Cooperative in Packaged Food (greece)

Strategic Direction

Key Facts

Summary 1 Agno Dairy Industry Cooperative: Key Facts

Company Background

Production

Summary 2 Agno Dairy Industry Cooperative: Production Sites 2010

Competitive Positioning

Summary 3 Agno Dairy Industry Cooperative: Competitive Position 2010

Fage SA in Packaged Food (greece)

Strategic Direction

## Key Facts

Summary 4 Fage SA: Key Facts

## Company Background

## Production

## Competitive Positioning

Summary 5 Fage SA: Competitive Position 2010

Olympos Dairy Co Larisis SA in Packaged Food (greece)

## Strategic Direction

## Key Facts

Summary 6 Olympos Dairy Co Larisis SA: Key Facts

Summary 7 Olympos Dairy Co Larisis SA: Economic Indicators

## Company Background

## Production

Summary 8 Olympos Dairy Co Larisis SA: Production Sites 2010

## Competitive Positioning

Summary 9 Olympos Dairy Co Larisis SA: Competitive Position 2010

## Executive Summary

Discounts Have Negative Impact on Value Sales

Recession Takes Toll Even in Packaged Food Market

Artisanal Products Continue To Lead

Discounters See Best Performance in 2011

Forecast Remains Pessimistic

## Key Trends and Developments

Turbulent Economic Conditions Hinder Growth

Cocooning: Trend Triggers New Consumption Patterns

Cooking Shows Affect Consumer Behaviour

Significant Changes Take Place in Competitive Landscape

Changes in the Retail Environment Affect Consumption Patterns

Foodservice - Key Trends and Developments

## Headlines

## Trends

## Competitive Landscape

## Prospects

## Category Data

Table 15 Foodservice Sales of Packaged Food by Category: Volume 2006-2011

Table 16 Foodservice Sales of Packaged Food by Category: % Volume Growth  
2006-2011

Table 17 Forecast Foodservice Sales of Packaged Food by Category: Volume  
2011-2016

Table 18 Forecast Foodservice Sales of Packaged Food by Category: % Volume Growth 2011-2016

Impulse and Indulgence Products - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 19 Sales of Impulse and Indulgence Products by Category: Volume 2006-2011

Table 20 Sales of Impulse and Indulgence Products by Category: Value 2006-2011

Table 21 Sales of Impulse and Indulgence Products by Category: % Volume Growth 2006-2011

Table 22 Sales of Impulse and Indulgence Products by Category: % Value Growth 2006-2011

Table 23 Company Shares of Impulse and Indulgence Products 2006-2010

Table 24 Brand Shares of Impulse and Indulgence Products 2007-2010

Table 25 Forecast Sales of Impulse and Indulgence Products by Category: Volume 2011-2016

Table 26 Forecast Sales of Impulse and Indulgence Products by Category: Value 2011-2016

Table 27 Forecast Sales of Impulse and Indulgence Products by Category: % Volume Growth 2011-2016

Table 28 Forecast Sales of Impulse and Indulgence Products by Category: % Value Growth 2011-2016

Nutrition/staples - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 29 Sales of Nutrition/Staples by Category: Volume 2006-2011

Table 30 Sales of Nutrition/Staples by Category: Value 2006-2011

Table 31 Sales of Nutrition/Staples by Category: % Volume Growth 2006-2011

Table 32 Sales of Nutrition/Staples by Category: % Value Growth 2006-2011

Table 33 Company Shares of Nutrition/Staples 2006-2010

Table 34 Brand Shares of Nutrition/Staples 2007-2010

Table 35 Forecast Sales of Nutrition/Staples by Category: Volume 2011-2016

Table 36 Forecast Sales of Nutrition/Staples by Category: Value 2011-2016

Table 37 Forecast Sales of Nutrition/Staples by Category: % Volume Growth

## 2011-2016

Table 38 Forecast Sales of Nutrition/Staples by Category: % Value Growth 2011-2016  
Meal Solutions - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 39 Sales of Meal Solutions by Category: Volume 2006-2011

Table 40 Sales of Meal Solutions by Category: Value 2006-2011

Table 41 Sales of Meal Solutions by Category: % Volume Growth 2006-2011

Table 42 Sales of Meal Solutions by Category: % Value Growth 2006-2011

Table 43 Company Shares of Meal Solutions 2006-2010

Table 44 Brand Shares of Meal Solutions 2007-2010

Table 45 Forecast Sales of Meal Solutions by Category: Volume 2011-2016

Table 46 Forecast Sales of Meal Solutions by Category: Value 2011-2016

Table 47 Forecast Sales of Meal Solutions by Category: % Volume Growth 2011-2016

Table 48 Forecast Sales of Meal Solutions by Category: % Value Growth 2011-2016

Market Data

Table 49 Sales of Packaged Food by Category: Volume 2006-2011

Table 50 Sales of Packaged Food by Category: Value 2006-2011

Table 51 Sales of Packaged Food by Category: % Volume Growth 2006-2011

Table 52 Sales of Packaged Food by Category: % Value Growth 2006-2011

Table 53 GBO Shares of Packaged Food 2006-2010

Table 54 NBO Shares of Packaged Food 2006-2010

Table 55 NBO Brand Shares of Packaged Food 2007-2010

Table 56 Penetration of Private Label by Category 2006-2011

Table 57 Sales of Packaged Food by Distribution Format: % Analysis 2006-2011

Table 58 Sales of Packaged Food by Category and Distribution Format: % Analysis

2011

Table 59 Forecast Sales of Packaged Food by Category: Volume 2011-2016

Table 60 Forecast Sales of Packaged Food by Category: Value 2011-2016

Table 61 Forecast Sales of Packaged Food by Category: % Volume Growth

2011-2016

Table 62 Forecast Sales of Packaged Food by Category: % Value Growth 2011-2016

Sources

Summary 10 Research Sources

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