

# Yoghurt and Sour Milk Drinks in Romania

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## Abstracts

Growth of yoghurt and sour milk drinks in 2011 is mainly the consequence of the important changes in consumption habits, especially in large urban areas where incomes remain comparatively higher and the expansion of the large retailers is strong. Large retailers, with substantial shelf space, and the increasing incidence of retail sales in Bucharest and large cities made an important contribution to the growth in sales of yoghurt and sour milk drinks. The strong presence of large retailers in...

Euromonitor International's Yoghurt and Sour Milk Drinks in Romania 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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