

# Yoghurt and Sour Milk Drinks in Russia

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## Abstracts

During the last years of the review period customers had started paying more attention to prices and value for money. In 2011 growing economic stability is leading to a recovery in consumer confidence. Customers who had opted for less expensive traditional sour milk drinks are returning to higher-priced value-added products such as pro/pre biotic yoghurts. This trend was supported by intensive investment by the largest manufacturers competing for a share in the dynamic category, offering their...

Euromonitor International's Yoghurt and Sour Milk Drinks in Russia 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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Euromonitor International

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