

# Yoghurt and Sour Milk Drinks in Saudi Arabia

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## Abstracts

Saudi consumers remain generally focused on taste when it comes to buying yoghurt, with this focus making it difficult for players to build a mainstream positioning for functional products. Functional drinking yoghurt is solely represented by pro/pre biotic drinking yoghurt and accounted for just 5% volume share in overall drinking yoghurt. Similarly, functional spoonable yoghurt solely consists of pro/pre biotic spoonable yoghurt and accounted for just 1% volume share in overall spoonable...

Euromonitor International's Yoghurt and Sour Milk Drinks in Saudi Arabia 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 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.

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Euromonitor International

April 2012

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