

# **Yogurt Market Report by Product Type (Set Yogurt, Greek Yogurt, Yogurt Drinks, Frozen Yogurt, and Others), Flavor (Strawberry Blend, Vanilla, Plain, Strawberry, Peach, and Others), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Specialty Stores, Online Stores, and Others), and Region 2024-2032**

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## **Abstracts**

The global yogurt market size reached US\$ 120.7 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 199.7 Billion by 2032, exhibiting a growth rate (CAGR) of 5.6% during 2024-2032. The increasing knowledge about the importance of gut health, rising inclination towards high protein diets, and the growing consumption of ready to eat (RTE) food products are some of the major factors propelling the market.

Yogurt is a dairy product produced by fermenting milk with specific *Lactobacillus bulgaricus* and *Streptococcus thermophilus* bacteria. It can be prepared by heating milk to a certain temperature and then cooling it before adding the bacterial cultures. It is rich in protein, calcium, minerals, vitamins, such as B12 and D, and other essential nutrients. It also contains probiotics, which are beneficial bacteria that promote gut health. It aids in improving digestive health, strengthening bones and muscles, promoting weight management, enhancing the immune system, and maintaining overall health.

The increasing knowledge about the importance of gut health is driving the adoption of probiotic-rich foods like yogurt around the world. Moreover, the easy availability of single-serve yogurt cups that facilitate portion control is favoring the growth of the

market. In addition, the growing inclination towards high protein diets and the increasing awareness among individuals about the nutritional benefits of consuming yogurt is influencing the market positively. Apart from this, the rising consumption of yogurt based ready to eat (RTE) food products and beverages on account of rapid urbanization, busy lifestyles, and expanding purchasing power of individuals is contributing to the market growth. Furthermore, the growing participation of individuals in recreational sports, fitness, and athletic activities is catalyzing the demand for yogurt worldwide.

#### Yogurt Market Trends/Drivers:

##### Increase in health consciousness

One of the most significant factors driving the demand for yogurt is the growing awareness about health and well-being. Consumers are becoming increasingly educated about the benefits of a balanced diet, and yogurt is often promoted as a healthy alternative to other snack items. Rich in protein, calcium, and probiotics, yogurt supports digestive health and offers essential nutrients. As more people aim to adopt healthier lifestyles, the demand for yogurt, especially those varieties with lower sugar and fat content, has seen a significant increase.

##### Rise in environmental concerns

A growing concern for environmental sustainability is encouraging consumers to opt for food products with a smaller carbon footprint. In comparison to meat and other protein sources, yogurt production is often seen as being less resource intensive. This perspective boosts its demand among eco-conscious consumers. Additionally, there is a rising consumption of organic and locally sourced yogurts, which not only offers better flavor and quality, but also appeals to those who are environmentally conscious.

##### Growing number of e-commerce platforms

The proliferation of e-commerce platforms and easy retail availability have made it simpler than ever to purchase yogurt. Consumers can buy their favorite types and flavors with just a few clicks, or discover new options while grocery shopping. Subscription services and the convenience of home delivery have also played a role in boosting sales. In physical stores, the strategic placement of yogurt products in eye-catching displays and refrigerated sections has encouraged impulse buying, further contributing to the rising demand.

### Yogurt Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global yogurt market report, along with forecasts at the global and regional levels for 2024-2032. Our report has categorized the market based on product type, flavor, and distribution channel.

### Breakup by Product Type:

- Set Yogurt
- Greek Yogurt
- Yogurt Drinks
- Frozen Yogurt
- Others

### Yogurt drinks dominate the market

The report has provided a detailed breakup and analysis of the market based on the product type. This includes set yogurt, Greek yogurt, yogurt drinks, frozen yogurt, and others. According to the report, yogurt drinks represented the largest segment. Yogurt drinks are liquid yogurts that are typically sold in bottles or cartons. They are often flavored and can contain added sugar or artificial sweeteners. Yogurt drinks are convenient for on-the-go consumption and can be a quick way to obtain the nutritional benefits of yogurt.

Set yogurt is fermented and allowed to set in the container in which it is sold, which results in a firm texture. It retains all the whey, which makes it more moist and less concentrated than some other types. It is often used in cooking, as a snack or as a base for fruit and granola.

Greek yogurt is strained to remove the whey, which results in a thicker, creamier texture and higher protein content. Greek yogurt is popular for its rich flavor and is often eaten alone or used as a substitute for sour cream or mayonnaise in recipes. It also has less sugar and fewer carbohydrates compared to regular yogurt.

### Breakup by Flavor:

- Strawberry Blend
- Vanilla
- Plain

Strawberry  
Peach  
Others

Strawberry holds the largest share in the market

A detailed breakup and analysis of the market based on the flavor has also been provided in the report. This includes strawberry blend, vanilla, plain, strawberry, peach, and others. According to the report, strawberry accounted for the largest market share. Strawberry-flavored yogurt typically uses flavorings rather than actual fruit puree or pieces. This results in a uniform texture and strawberry taste throughout the yogurt. It is sweet and fruity and can contain artificial flavors or added sugar.

Vanilla-flavored yogurt is made by adding vanilla extract or vanilla bean to plain yogurt. It offers a smooth, aromatic flavor that is less tangy compared to fruit-flavored yogurts. This flavor pairs well with a variety of fruits and nuts and is often used in recipes.

Plain yogurt in its most basic form without any added flavors or sugar. It has a naturally tangy taste and offers the most health benefits as it is usually free from added sugars. It serves as a versatile base for creating your own flavors with fruits, honey, or spices.

Breakup by Distribution Channel:

Supermarkets and Hypermarkets  
Convenience Stores  
Specialty Stores  
Online Stores  
Others

Supermarkets and hypermarkets dominate the market

The report has provided a detailed breakup and analysis of the market based on the distribution channel. This includes supermarkets and hypermarkets, convenience stores, specialty stores, online stores, and others. According to the report, supermarkets and hypermarkets represented the largest segment. They are large-scale retail stores that offer a wide variety of yogurt types and flavors. They allow for a comprehensive yogurt section wherein consumers can find multiple brands and formats, from single-serving cups to large family-size containers. Due to their extensive range and frequent promotions, supermarkets and hypermarkets are often the go-to choice for regular

grocery shoppers.

Specialty or gourmet stores offer a curated range of yogurt, often featuring organic, artisanal, or imported varieties. These stores appeal to consumers who are looking for specific types of yogurt, such as probiotic-rich or dairy-free options. The focus here is on quality and uniqueness rather than a wide range of choices.

Breakup by Region:

- Asia Pacific
- European Union
- North America
- Eastern Europe
- Latin America
- Others

Asia Pacific exhibits a clear dominance, accounting for the largest yogurt market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which include Asia Pacific, European Union, North America, Eastern Europe, Latin America, and others. According to the report, Asia Pacific accounted for the largest market share.

The increasing consumer preference for organic and natural food products represents one of the primary factors driving the demand for yogurts in the Asia Pacific region. Moreover, the rising public awareness about the importance of maintaining overall health is favoring the growth of the market in the region. Besides this, the growing number of supermarkets and convenience stores in urban and semi-urban areas that provide easier access to a variety of yogurt products is influencing the market positively in the region.

Competitive Landscape:

The leading companies are incorporating advanced sensors and automation technologies to closely monitor the fermentation process, ensure consistency in taste and texture, and enable large-scale production without compromising quality. They are also using advanced biotechnology methods to incorporate specific strains of probiotics that can survive the acidic environment of the stomach, thereby offering targeted health benefits. Moreover, key players are adopting the usage of sustainable packaging materials, such as plant-based plastics and biodegradable materials and smart

packaging, which features QR codes and NFC chips and allows consumers to access information about the origin, ingredients, and nutritional facts of the product via smartphones.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Lactalis Group

General Mills Inc.

Nestle

Friesland Campina

Danone

Yili Industrial Group Co. Ltd.

Recent Developments:

In 2023, Danone introduced a new drinkable yogurt to promote better gut health and immunity.

In 2021, Lactalis India, part of Lactalis Group, launched protein-packed Lactel Turbo yoghurt drink to expand their consumer base.

### Key Questions Answered in This Report

1. What was the size of the global yogurt market in 2023?
2. What is the expected growth rate of the global yogurt market during 2024-2032?
3. What are the key factors driving the global yogurt market?
4. What has been the impact of COVID-19 on the global yogurt market?
5. What is the breakup of the global yogurt market based on the product type?
6. What is the breakup of the global yogurt market based on the flavor?
7. What is the breakup of the global yogurt market based on the distribution channel?
8. What are the key regions in the global yogurt market?
9. Who are the key players/companies in the global yogurt market?

## Contents

### 1 PREFACE

### 2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
  - 2.3.1 Primary Sources
  - 2.3.2 Secondary Sources
- 2.4 Market Estimation
  - 2.4.1 Bottom-Up Approach
  - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

### 3 EXECUTIVE SUMMARY

### 4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

### 5 GLOBAL YOGURT INDUSTRY

- 5.1 Market Overview
- 5.2 Market Performance
  - 5.2.1 Volume Trends
  - 5.2.2 Value Trends
- 5.3 Impact of COVID-19
- 5.4 Price Analysis
  - 5.4.1 Key Price Indicators
  - 5.4.2 Price Structure
  - 5.4.3 Price Trends
- 5.5 Market Breakup by Product Type
- 5.6 Market Breakup by Flavor
- 5.7 Market Breakup by Distribution Channel

- 5.8 Market Breakup by Region
- 5.9 Market Forecast
- 5.10 SWOT Analysis
  - 5.10.1 Overview
  - 5.10.2 Strengths
  - 5.10.3 Weaknesses
  - 5.10.4 Opportunities
  - 5.10.5 Threats
- 5.11 Value Chain Analysis
  - 5.11.1 Raw Material Procurement
  - 5.11.2 Manufacturing
  - 5.11.3 Marketing
  - 5.11.4 Distribution
  - 5.11.5 Exports
  - 5.11.6 End-Use
- 5.12 Porter's Five Forces Analysis
  - 5.12.1 Overview
  - 5.12.2 Bargaining Power of Buyers
  - 5.12.3 Bargaining Power of Suppliers
  - 5.12.4 Degree of Competition
  - 5.12.5 Threat of New Entrants
  - 5.12.6 Threat of Substitutes
- 5.13 Key Success Factors and Risk Factors

## **6 MARKET BREAKUP BY PRODUCT TYPE**

- 6.1 Set Yogurt
  - 6.1.1 Market Trends
  - 6.1.2 Market Forecast
- 6.2 Greek Yogurt
  - 6.2.1 Market Trends
  - 6.2.2 Market Forecast
- 6.3 Yogurt Drinks
  - 6.3.1 Market Trends
  - 6.3.2 Market Forecast
- 6.4 Frozen Yogurt
  - 6.4.1 Market Trends
  - 6.4.2 Market Forecast
- 6.5 Others



- 6.5.1 Market Trends
- 6.5.2 Market Forecast

## **7 MARKET BREAKUP BY FLAVOR**

- 7.1 Strawberry Blend
  - 7.1.1 Market Trends
  - 7.1.2 Market Forecast
- 7.2 Vanilla
  - 7.2.1 Market Trends
  - 7.2.2 Market Forecast
- 7.3 Plain
  - 7.3.1 Market Trends
  - 7.3.2 Market Forecast
- 7.4 Strawberry
  - 7.4.1 Market Trends
  - 7.4.2 Market Forecast
- 7.5 Peach
  - 7.5.1 Market Trends
  - 7.5.2 Market Forecast
- 7.6 Others
  - 7.6.1 Market Trends
  - 7.6.2 Market Forecast

## **8 MARKET BREAKUP BY DISTRIBUTION CHANNEL**

- 8.1 Supermarkets and Hypermarkets
  - 8.1.1 Market Trends
  - 8.1.2 Market Forecast
- 8.2 Convenience Stores
  - 8.2.1 Market Trends
  - 8.2.2 Market Forecast
- 8.3 Specialty Stores
  - 8.3.1 Market Trends
  - 8.3.2 Market Forecast
- 8.4 Online Stores
  - 8.4.1 Market Trends
  - 8.4.2 Market Forecast
- 8.5 Others

- 8.5.1 Market Trends
- 8.5.2 Market Forecast

## **9 MARKET BREAKUP BY REGION**

- 9.1 Asia Pacific
  - 9.1.1 Market Trends
  - 9.1.2 Market Forecast
- 9.2 European Union
  - 9.2.1 Market Trends
  - 9.2.2 Market Forecast
- 9.3 North America
  - 9.3.1 Market Trends
  - 9.3.2 Market Forecast
- 9.4 Eastern Europe
  - 9.4.1 Market Trends
  - 9.4.2 Market Forecast
- 9.5 Latin America
  - 9.5.1 Market Trends
  - 9.5.2 Market Forecast
- 9.6 Others
  - 9.6.1 Market Trends
  - 9.6.2 Market Forecast

## **10 COMPETITIVE LANDSCAPE**

- 10.1 Market Structure
- 10.2 Key Players

## **11 YOGURT MANUFACTURING PROCESS**

- 11.1 Product Overview
- 11.2 Detailed Process Flow
- 11.3 Various Types of Unit Operations Involved
- 11.4 Mass Balance and Raw Material Requirements

## **12 PROJECT DETAILS, REQUIREMENTS AND COSTS INVOLVED**

- 12.1 Land Requirements and Expenditures

- 12.2 Construction Requirements and Expenditures
- 12.3 Plant Machinery
- 12.4 Machinery Pictures
- 12.5 Raw Material Requirements and Expenditures
- 12.6 Raw Material and Final Product Pictures
- 12.7 Packaging Requirements and Expenditures
- 12.8 Transportation Requirements and Expenditures
- 12.9 Utility Requirements and Expenditures
- 12.10 Manpower Requirements and Expenditures
- 12.11 Other Capital Investments

## **13 LOANS AND FINANCIAL ASSISTANCE**

## **14 PROJECT ECONOMICS**

- 14.1 Capital Cost of the Project
- 14.2 Techno-Economic Parameters
- 14.3 Product Pricing and Margins Across Various Levels of the Supply Chain
- 14.4 Taxation and Depreciation
- 14.5 Income Projections
- 14.6 Expenditure Projections
- 14.7 Financial Analysis
- 14.8 Profit Analysis

## **15 KEY PLAYER PROFILES**

- 15.1 Lactalis Group
- 15.2 General Mills Inc.
- 15.3 Nestle
- 15.4 Friesland Campina
- 15.5 Danone
- 15.6 Yili Industrial Group Co. Ltd.

## List Of Tables

### LIST OF TABLES

Table 1: Global: Yogurt Market: Key Industry Highlights, 2023 and 2032

Table 2: Global: Yogurt Market Forecast: Breakup by Product Type (in Million Metric Tons), 2024-2032

Table 3: Global: Yogurt Market Forecast: Breakup by Flavor (in Million Metric Tons), 2024-2032

Table 4: Global: Yogurt Market Forecast: Breakup by Distribution Channel (in Million Metric Tons), 2024-2032

Table 5: Global: Yogurt Market Forecast: Breakup by Region (in Million Metric Tons), 2024-2032

Table 6: Global: Yogurt Market: Competitive Structure

Table 7: Global: Yogurt Market: Key Players

Table 8: Yogurt Manufacturing Plant: Costs Related to Land and Site Development (in US\$)

Table 9: Yogurt Manufacturing Plant: Costs Related to Civil Works (in US\$)

Table 10: Yogurt Manufacturing Plant: Costs Related to Water Treatment System (in US\$)

Table 11: Yogurt Manufacturing Plant: Costs Related to Milk Collection, Standardization and Ingredients System (in US\$)

Table 12: Yogurt Manufacturing Plant: Costs Related to Raw Milk Homogenization, Sterilization System (in US\$)

Table 13: Yogurt Manufacturing Plant: Costs Related to Yogurt Fermentation, Storage System (in US\$)

Table 14: Yogurt Manufacturing Plant: Costs Related to Filling System (in US\$)

Table 15: Yogurt Manufacturing Plant: Summary of Machinery Costs (in US\$)

Table 16: Yogurt Manufacturing Plant: Raw Material Requirements and Expenditures (in US\$)

Table 17: Yogurt Manufacturing Plant: Costs Related to Salaries and Wages (in US\$)

Table 18: Yogurt Manufacturing Plant: Costs Related to Other Capital Investments (in US\$)

Table 19: Details of Financial Assistance Offered by Financial Institutions

Table 20: Yogurt Manufacturing Plant: Capital Costs (in US\$)

Table 21: Yogurt Manufacturing Plant: Techno-Economic Parameters

Table 22: Yogurt Manufacturing Plant: Taxation and Depreciation (in US\$)

Table 23: Yogurt Manufacturing Plant: Income Projections (in US\$)

Table 24: Yogurt Manufacturing Plant: Expenditure Projections (in US\$)

Table 25: Yogurt Manufacturing Plant: Cash Flow Analysis Without Considering the Income Tax Liability

Table 26: Yogurt Manufacturing Plant: Cash Flow Analysis on Considering the Income Tax Liability

Table 27: Yogurt Manufacturing Plant: Profit and Loss Account

## List Of Figures

### LIST OF FIGURES

- Figure 1: Global: Yogurt Market: Major Drivers and Challenges
- Figure 2: Global: Yogurt Market: Volume Trends (in Million Metric Tons), 2018-2023
- Figure 3: Global: Yogurt Market: Value Trends (in Billion US\$), 2018-2023
- Figure 4: Yogurt Manufacturing: Price Structure
- Figure 5: Global: Yogurt Market: Average Prices (in US\$/Ton), 2018-2023
- Figure 6: Global: Yogurt Market: Breakup by Region (in %), 2023
- Figure 7: Global: Yogurt Market: Breakup by Product Type (in %), 2023
- Figure 8: Global: Yogurt Market: Breakup by Flavor (in %), 2023
- Figure 9: Global: Yogurt Market: Breakup by Distribution Channel (in %), 2023
- Figure 10: Global: Yogurt Market Forecast: Volume Trends (in Million Metric Tons), 2024-2032
- Figure 11: Global: Yogurt Market Forecast: Value Trends (in Billion US\$), 2024-2032
- Figure 12: Global: Yogurt Market Forecast: Average Prices (in US\$/Ton), 2024-2032
- Figure 13: Global: Yogurt Industry: SWOT Analysis
- Figure 14: Global: Yogurt Industry: Value Chain Analysis
- Figure 15: Global: Yogurt Industry: Porter's Five Forces Analysis
- Figure 16: Global: Yogurt Market: Set Yogurt (in Million Metric Tons), 2018 & 2023
- Figure 17: Global: Yogurt Market Forecast: Set Yogurt (in Million Metric Tons), 2024-2032
- Figure 18: Global: Yogurt Market: Greek Yogurt (in Million Metric Tons), 2018 & 2023
- Figure 19: Global: Yogurt Market Forecast: Greek Yogurt (in Million Metric Tons), 2024-2032
- Figure 20: Global: Yogurt Market: Yogurt Drinks (in Million Metric Tons), 2018 & 2023
- Figure 21: Global: Yogurt Market Forecast: Yogurt Drinks (in Million Metric Tons), 2024-2032
- Figure 22: Global: Yogurt Market: Frozen Yogurt (in Million Metric Tons), 2018 & 2023
- Figure 23: Global: Yogurt Market Forecast: Frozen Yogurt (in Million Metric Tons), 2024-2032
- Figure 24: Global: Yogurt Market: Others (in Million Metric Tons), 2018 & 2023
- Figure 25: Global: Yogurt Market Forecast: Others (in Million Metric Tons), 2024-2032
- Figure 26: Global: Yogurt Market: Strawberry Blend (in Million Metric Tons), 2018 & 2023
- Figure 27: Global: Yogurt Market Forecast: Strawberry Blend (in Million Metric Tons), 2024-2032
- Figure 28: Global: Yogurt Market: Vanilla (in Million Metric Tons), 2018 & 2023

Figure 29: Global: Yogurt Market Forecast: Vanilla (in Million Metric Tons), 2024-2032

Figure 30: Global: Yogurt Market: Plain (in Million Metric Tons), 2018 & 2023

Figure 31: Global: Yogurt Market Forecast: Plain (in Million Metric Tons), 2024-2032

Figure 32: Global: Yogurt Market: Strawberry (in Million Metric Tons), 2018 & 2023

Figure 33: Global: Yogurt Market Forecast: Strawberry (in Million Metric Tons),  
2024-2032

Figure 34: Global: Yogurt Market: Peach (in Million Metric Tons), 2018 & 2023

Figure 35: Global: Yogurt Market Forecast: Peach (in Million Metric Tons), 2024-2032

Figure 36: Global: Yogurt Market: Other Flavors (in Million Metric Tons), 2018 & 2023

Figure 37: Global: Yogurt Market Forecast: Other Flavors (in Million Metric Tons),  
2024-2032

Figure 38: Global: Yogurt Market: Sales through Supermarkets and Hypermarkets (in  
Million Metric Tons), 2018 & 2023

Figure 39: Global: Yogurt Market Forecast: Sales through Supermarkets and  
Hypermarkets (in Million Metric Tons), 2024-2032

Figure 40: Global: Yogurt Market: Sales through Convenience Stores (in Million Metric  
Tons), 2018 & 2023

Figure 41: Global: Yogurt Market Forecast: Sales through Convenience Stores (in  
Million Metric Tons), 2024-2032

Figure 42: Global: Yogurt Market: Sales through Speciality Stores (in Million Metric  
Tons), 2018 & 2023

Figure 43: Global: Yogurt Market Forecast: Sales through Speciality Stores (in Million  
Metric Tons), 2024-2032

Figure 44: Global: Yogurt Market: Sales through Online Stores (in Million Metric Tons),  
2018 & 2023

Figure 45: Global: Yogurt Market Forecast: Sales through Online Stores (in Million  
Metric Tons), 2024-2032

Figure 46: Global: Yogurt Market: Sales through Other Distribution Channels (in Million  
Metric Tons), 2018 & 2023

Figure 47: Global: Yogurt Market Forecast: Sales through Other Distribution Channels  
(in Million Metric Tons), 2024-2032

Figure 48: Asia Pacific: Yogurt Market (in Million Metric Tons), 2018 & 2023

Figure 49: Asia Pacific: Yogurt Market Forecast (in Million Metric Tons), 2024-2032

Figure 50: European Union: Yogurt Market (in Million Metric Tons), 2018 & 2023

Figure 51: European Union: Yogurt Market Forecast (in Million Metric Tons), 2024-2032

Figure 52: North America: Yogurt Market (in Million Metric Tons), 2018 & 2023

Figure 53: North America: Yogurt Market Forecast (in Million Metric Tons), 2024-2032

Figure 54: Eastern Europe: Yogurt Market (in Million Metric Tons), 2018 & 2023

Figure 55: Eastern Europe: Yogurt Market Forecast (in Million Metric Tons), 2024-2032

- Figure 56: Latin America: Yogurt Market (in Million Metric Tons), 2018 & 2023
- Figure 57: Latin America: Yogurt Market Forecast (in Million Metric Tons), 2024-2032
- Figure 58: Others: Yogurt Market (in Million Metric Tons), 2018 & 2023
- Figure 59: Others: Yogurt Market Forecast (in Million Metric Tons), 2024-2032
- Figure 60: Yogurt Manufacturing Plant: Detailed Process Flow
- Figure 61: Yogurt Manufacturing Process: Conversion Rate of Feedstocks
- Figure 62: Yogurt Manufacturing Plant: Breakup of Capital Costs (in %)
- Figure 63: Yogurt Industry: Profit Margins at Various Levels of the Supply Chain
- Figure 64: Yogurt Production: Manufacturing Cost Breakup (in %)



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