

Dairy Products

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Abstracts

The study will be available in electronic form, after an order is received, within 6 days.

This study was compiled by STOCHASI SManagement Consultancy S.A. and aims to reflect the current state of the market of the dairy products in Greece and to examine its prospects, while presenting information on the international market.

More specifically, the first five chapters of the study feature information on the market of the dairy products, which refer to general characteristics, the institutional framework, the demand, the offer and the size of the industry. In the sixth chapter of the study we will present information on the relevant market internationally, with emphasis on EU-27. Finally, we will present the conclusions and the prospects of the market, as well as an annex with selected financial indicators of major production and trading enterprises.

The examined market is characterized by the operation of a large number of production businesses. However, the main part of the production is targeted in a narrow number of large businesses. At the same time, important import businesses are activated.

The competition mainly for the large companies is strong, due to equal dynamics operation and the size of the companies and also the effort for their domestic market share increase, focusing mainly in marketing actions.

The volume of the competition is increasing, due to the low differentiation of products in every category, which is also resulting in the competition amongst labeled and private labeled products (PL).

The production of milk and dairy products in Europe has recorded an increase in 2013 and is estimated to be continued until 2015. Greece, Italy, Switzerland, Romania, Cyprus and Luxemburg maintain the highest prices of pasteurized milk in Europe.

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