

Drinking Milk Products in Germany

August 2024

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Drinking Milk Products in Germany - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

New trends and patterns in consumer behaviour place pressure on drinking milk products Animal welfare concerns and demand for quality push pasture milk forward

Private label leads the competitive landscape, especially through discounters

PROSPECTS AND OPPORTUNITIES

Sustainability concerns and demographic developments shape packaging of drinking milk products Functional and fortified milk products to attract greater attention from consumers Indulgence trend, present in other industries, has potential to shape the future of flavoured milk drinks

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