

# Yoghurt and Sour Milk Products in Switzerland

August 2024

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## Yoghurt and Sour Milk Products in Switzerland - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Another tough year for yoghurt and sour milk products, but plain yoghurt comes out on top  
Healthy and convenient image ensures yoghurt remains popular despite ongoing challenges facing the category  
Private label retains its dominance as prices remain inflated

#### PROSPECTS AND OPPORTUNITIES

Focus on healthy eating should support a return to growth for yoghurt and sour milk products  
Health and wellness will remain the focus of new product development  
Despite positive projections challenges remain for producers of yoghurt and sour milk products

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