

Yoghurt and Sour Milk Products in Belgium

September 2023

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Yoghurt and Sour Milk Products in Belgium - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume sales stagnate in 2023 as economic pressures remain a burden
Plain yoghurt outperforming flavoured yoghurt thanks to its healthier image
Promising innovations seen in yoghurt

PROSPECTS AND OPPORTUNITIES

More positive outlook for yoghurt and sour milk products over the forecast period as the economy improves
Growing focus on health and wellness likely to inform innovation
Sustainability set to become more relevant over the forecast period, as Danone engages in Eco-Score label system

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