

Yoghurt and Sour Milk Products in Romania

September 2023

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Yoghurt and Sour Milk Products in Romania - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Low demand in yoghurt and sour milk products, due to high unit prices
Sour milk products face competition from artisanal variants direct from the farm
Yoghurt remains in demand due to its healthy attributes, although some consumers trade down

PROSPECTS AND OPPORTUNITIES

Return to volume growth expected, thanks to traditional and emerging trends
Competition will remain in the hands of international players with domestic operations
Private labels expected to go from strength to strength

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DISCLAIMER

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