

Yoghurt and Sour Milk Products in Germany

September 2023

Table of Contents

Yoghurt and Sour Milk Products in Germany - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Plain yoghurt's popularity supported by versatility and healthy perception
Probiotics play a crucial role in consumers choosing yoghurt
More diverse and international dairy products gain a presence in local market

PROSPECTS AND OPPORTUNITIES

Health claims to shape further development of yoghurt and sour milk products
Specific value, such as regionality, organic and sustainable production, to create interest
Category set to further improve packaging developments

CATEGORY DATA

Table 1 - Sales of Yoghurt and Sour Milk Products by Category: Volume 2018-2023
Table 2 - Sales of Yoghurt and Sour Milk Products by Category: Value 2018-2023
Table 3 - Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2018-2023
Table 4 - Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2018-2023
Table 5 - Sales of Flavoured Yoghurt by Flavour: Rankings 2018-2023
Table 6 - NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2019-2023
Table 7 - LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2020-2023
Table 8 - Distribution of Yoghurt and Sour Milk Products by Format: % Value 2018-2023
Table 9 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2023-2028
Table 10 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2023-2028
Table 11 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2023-2028
Table 12 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2023-2028

Dairy Products and Alternatives in Germany - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2023: The big picture
Key trends in 2023
Competitive landscape
Channel developments
What next for dairy products and alternatives?

MARKET DATA

Table 13 - Sales of Dairy Products and Alternatives by Category: Value 2018-2023
Table 14 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023
Table 15 - NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023
Table 16 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023
Table 17 - Penetration of Private Label by Category: % Value 2018-2023
Table 18 - Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023
Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028
Table 20 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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