

# Yoghurt and Sour Milk Products in the Netherlands

September 2023

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

From sweet to sour – a health-driven shift  
Plain yoghurt leads growth in overall category  
Current leader faces threats from all corners

### PROSPECTS AND OPPORTUNITIES

Home-made trend to undermine growth potential of drinking yoghurt  
Plain yoghurt will continue to rise though faces lurking challenges  
Royal FrieslandCampina to remain on top

### 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 the Netherlands - 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

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### SOURCES

Summary 1 - Research Sources

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