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Yoghurt and Sour Milk Products in the United Kingdom

August 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Further unit price growth hampers volumes, highlighting rising importance of value products
- Importance of yoghurt with natural and protein credentials
- Robust volume growth of sour milk products fuelled by demand for gut health benefits

PROSPECTS AND OPPORTUNITIES

- Yoghurt innovation to be driven by premiumisation and convenience trends
- Innovation, reformulation and rebranding for enhanced health credentials
- Further expansion of sour milk products

CATEGORY DATA

- Table 1 - Sales of Yoghurt and Sour Milk Products by Category: Volume 2019-2024
- Table 2 - Sales of Yoghurt and Sour Milk Products by Category: Value 2019-2024
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Dairy Products and Alternatives in the United Kingdom - Industry Overview

EXECUTIVE SUMMARY

- Dairy products and alternatives in 2024: The big picture
- Key trends in 2024
- Competitive Landscape
- Channel developments
- What next for dairy products and alternatives?

MARKET DATA

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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