



Euromonitor  
International

# Yoghurt and Sour Milk Products in Sweden

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Value sales come into focus as decline deepens  
Demand responds to rising prices, while flavour and mouthfeel gain greater importance for consumers  
Healthy positioning accelerates as players strive to woo consumers

PROSPECTS AND OPPORTUNITIES

Domestic trend shows no sign of slowing down, and private label continues to expand  
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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/yoghurt-and-sour-milk-products-in-sweden/report](http://www.euromonitor.com/yoghurt-and-sour-milk-products-in-sweden/report).