



Yoghurt and Sour Milk Products in Uruguay

August 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Positive growth in yoghurt and sour milk products driven by recovery in production and purchasing power
Flavoured yoghurt growth fuelled by larger pack sizes and value-added options
Financial challenges impact smaller players, but government support provides hope

PROSPECTS AND OPPORTUNITIES

Plain yoghurt expected to lead growth, supported by health-oriented marketing
Fort-Masis (Danone) poised for continued growth with local production and sustainability focus
Growing demand for lactose-free yoghurt amidst regulatory changes

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Dairy Products and Alternatives in Uruguay - Industry Overview

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Summary 1 - Research Sources

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