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Yoghurt and Sour Milk Products in the Netherlands

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Yoghurt and sour milk products benefit from changing breakfast habits
- Stabilisation of prices supports retail volume sales rebound
- Optimel Protein to pique the interest of health-conscious consumers

PROSPECTS AND OPPORTUNITIES

- Positive outlook for yoghurt and sour milk products
- High-protein offerings to push growth trajectories
- Convenience factor and wider consumption occasions to foster sales

CATEGORY DATA

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Dairy Products and Alternatives in the Netherlands - Industry Overview

EXECUTIVE SUMMARY

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- 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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