

Yoghurt and Sour Milk Products in the Czech Republic

September 2023

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Yoghurt and Sour Milk Products in the Czech Republic - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflation impacts consumer behaviour, as yoghurts are bought during discount periods
Local players are gaining value share, but Danone retains its lead
E-commerce continues to grow, as consumers demand convenience

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The availability of high protein yoghurts increases, responding to consumer needs New product developments focus on lactose-free yoghurts and other milk sources Players launch new and interesting flavour combinations to drive purchases

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