

Yoghurt and Sour Milk Products in Germany

September 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Plain yoghurt's popularity supported by versatility and healthy perception
Probiotics play a crucial role in consumers choosing yoghurt
More diverse and international dairy products gain a presence in local market

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Health claims to shape further development of yoghurt and sour milk products
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Category set to further improve packaging developments

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DISCLAIMER

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