

Cheese in Russia

September 2021

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Cheese in Russia - Category analysis

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2021 DEVELOPMENTS

Easing of lockdown restrictions will lead to sharp slowdown in demand growth
Growing popularity of soft cheese reflects more cosmopolitan consumer tastes
Wimm-Bill-Dann reinforces the popularity of its Lamber brand with new product launches

PROSPECTS AND OPPORTUNITIES

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Import restrictions will continue to boost domestic production, contributing to a slowdown in the rate of unit price growth

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DISCLAIMER

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