

Yoghurt and Sour Milk Products in Russia

September 2021

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Yoghurt and Sour Milk Products in Russia - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Sour milk drinks remain dominant but have little room for further growth

Deepening health and wellness trend boosts demand for sugar-free and reduced-sugar offerings

As local tastes become more cosmopolitan, the popularity of Greek yoghurt is increasing

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Yoghurt will continue to outperform sour milk drinks

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