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Yoghurt and Sour Milk Products in the Netherlands

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Health benefits of yoghurt and sour milk products resonate with consumers

Royal FrieslandCampina and Arla Foods lead the category

Supermarkets adapt well to changing eating habits

PROSPECTS AND OPPORTUNITIES

Steady value growth expected for yoghurt and sour milk drinks

Health and wellness and gut health in particular will support category growth

Albert Heijn will likely expand its range of functional yoghurts and sour milk drinks

CATEGORY DATA

Table 1 - Sales of Yoghurt and Sour Milk Products by Category: Volume 2020-2025

Table 2 - Sales of Yoghurt and Sour Milk Products by Category: Value 2020-2025

Table 3 - Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2020-2025

Table 4 - Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2020-2025

Table 5 - Sales of Flavoured Yoghurt by Flavour: Rankings 2020-2025

Table 6 - NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2021-2025

Table 7 - LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2022-2025

Table 8 - Distribution of Yoghurt and Sour Milk Products by Format: % Value 2020-2025

Table 9 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2025-2030

Table 10 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2025-2030

Table 11 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2025-2030

Dairy Products and Alternatives in the Netherlands - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2025: The big picture

Key trends in 2025

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 13 - Sales of Dairy Products and Alternatives by Category: Value 2020-2025

Table 14 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2020-2025

Table 15 - NBO Company Shares of Dairy Products and Alternatives: % Value 2021-2025

Table 16 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2022-2025

Table 17 - Penetration of Private Label by Category: % Value 2020-2025

Table 18 - Distribution of Dairy Products and Alternatives by Format: % Value 2020-2025

Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2025-2030

Table 20 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/yoghurt-and-sour-milk-products-in-the-netherlands/report.