



Drinking Milk Products in Slovakia

August 2024

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Drinking Milk Products in Slovakia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Drinking milk products dependent on innovation and strong promotions
Private label remains notable due to uncertain economy
Free-from lactose and plant-based milks will co-exist under similar trends

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Fortified and free-from products will become increasingly popular
E-commerce has further scope for growth for drinking milk products and all of dairy
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