



# Yoghurt and Sour Milk Products in Uruguay

August 2024

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## Yoghurt and Sour Milk Products in Uruguay - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Positive growth in yoghurt and sour milk products driven by recovery in production and purchasing power

Flavoured yoghurt growth fuelled by larger pack sizes and value-added options

Financial challenges impact smaller players, but government support provides hope

#### PROSPECTS AND OPPORTUNITIES

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Fort-Masis (Danone) poised for continued growth with local production and sustainability focus

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