



**Euromonitor
International**

Yoghurt and Sour Milk Products in Brazil

December 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Yoghurt increasingly seen as a healthy indulgence suitable for convenient snacking
Danone leads with extensive portfolio and health and wellness alignment
Supermarkets benefit from extensive refrigeration aisles and high bargain power

PROSPECTS AND OPPORTUNITIES

Healthy eating trends and a stable economy bode well for yoghurt
Innovation will remain central to the category
Yoghurt innovation leaning towards 'food as medicine' concept

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 Brazil - 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

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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