



# Yoghurt and Sour Milk Products in Brazil

December 2025

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

### 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  
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