

Yogurt - China - September 2014

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“Chinese consumers are in the process of switching to healthier diets, pushing up consumption of healthy food such as yogurt which is known for its high nutritional value. Meanwhile the tasty nature of yogurt has also allowed it to fit into consumers’ growing snacking needs, to further drive retail volume sales.”

- Laurel Gu, Senior Research Analyst

This report looks at the following areas:

- Specialised yogurt to target different demographic groups’ nutrition needs
- A white space – yogurt with flavouring ingredients in a separate layer/chamber
- Yogurt to help weight-loss

Value sales are expected to increase even faster as a result of consumers trading up for advanced health benefits and more indulgent tastes.

Product innovation in the market features probiotics, safety assurances, new flavouring ingredients and new formats such as shelf stable yogurt in a bid to cater to consumers’ needs.

This report goes into detail about understanding Chinese consumers’ purchase and usage habits, as well as their attitudes towards yogurt and yogurt drinks, and derives from there white spaces and areas of opportunities for companies to further drive category growth and gain share in the future.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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