

Yogurt - China - December 2012

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“The industry’s single greatest challenge in China is engendering trust: the trust of consumers who are new to dairy products and regaining the trust of buyers who have grown cynical about the dairy industry at large.”

– David Huang – Senior Research Manager

In this report we answer the key questions:

- Which three domestic brands dominate the market?
- Do great opportunities still exist in health benefits and beyond?
- Are yogurt flavour and texture more important to consumers over complexity?
- Which consumer segments are currently underserved?
- What is the future for the yoghurt market?

Despite scandals plaguing China’s dairy sector, the country’s market for yogurt products has continued to grow. The continued macroeconomic growth of China’s economy overall, the development of the country’s tier 3 through to tier-5 cities, and the steady increase in income levels of the Mainland’s burgeoning consumer class have been primary drivers of the momentum for yogurt consumption.

Since the melamine scandal of 2008 the government has also encouraged consolidation of the dairy industry to reinforce quality standards and streamline upstream milk production. The government has also pushed its largest dairy product makers to develop agreements with foreign companies to upgrade technologies and processes involved in the safety and distribution of products.

All yogurt makers in China have to deal with a sceptical public whose confidence in domestically produced dairy products has been eroded by a seemingly unending series of food and safety scandals. Though flavoured yogurts do have a substantial and growing following, natural, textured and pure spoonable yogurts products are the base from which new and anxious consumers will develop an enduring attachment to yogurt in their daily lives.

This report covers all drinking, spoonable-natural and spoonable-flavoured yogurts. It excludes frozen and fermented yogurts. Spoonable yogurts discussed in the report may or may not contain acidifiers mixed with cultures to accelerate the fermentation process, and may or may not be heat-treated.

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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