

Yoghurt - China - November 2013

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“The China yoghurt market has been growing rapidly over the past five years and this trend is expected to continue.

There is still a considerable amount of room for development, with future growth supported by rising incomes, and the growing emphasis that Chinese consumers place on food safety and a healthy diet.”

– Jade Liu – Senior Research Analyst

This report looks at the following areas:

- What is the current status and the trends of the yoghurt and yoghurt drinks market in China and what are the drivers/barriers to growth?
- Who are the leading companies in the market and what are their strategies for business growth?
- What are consumers' behaviour and attitudes towards yoghurt and yoghurt drinks?
- What are the different marketing approaches to targeting different consumer segments?
- Where are the potential gaps for product innovation to grow business?
- What is the future trend of DIY yoghurt and how could manufacturers act to grab the emerging business opportunities?

The expansion of modern convenience stores also provides opportunities, as does the emerging popularity of ambient yoghurt, allowing a wider geographic reach of the category.

The lucrative opportunities within all three segments in the yoghurt category are attracting the attention of both international brands and domestic companies. As the competition intensifies, manufacturers should look for opportunities to meet the potential future needs of different consumer segments to gain an advantage over the competition. Learning from product innovation in both domestic and overseas markets could help yoghurt companies to more effectively identify gaps in the market.

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