

Yoghurt - China - August 2015

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“Increasing health-consciousness pushes Chinese consumers to seek health enhancement from food such as yogurt which is known for its digestive function and nutritional benefits and this drives retail volume sales. As yogurt is becoming more like a casual snack, marketing communication of yogurt brands requires more innovation to engage with consumers.”-
Karen Liu, Senior Research Analyst

This report looks at the following areas:

In this report, Mintel answers the following key questions:

- Given that consumers are quite familiar with digestive function and nutrition supplementing of yogurt, how can brands further articulate health benefits of yogurt?
- What are the advanced health benefits?
- Other than introducing the exotic flavours, are there any other ways to innovate in indulgence-oriented yogurt?
- In such a functional-driven category, how can brands engage with consumers?

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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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Inner Mongolia Yili Industrial Group Co., Ltd.

Bright Dairy and Food Co., Ltd.

Yakult Honsha Co., Ltd.

General Mills, Inc

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