

Yoghurt - China - August 2016

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“Constant product upgrading and continued emphasis on naturalness and higher nutritional values will help draw consumers in and keep current users, while there are also innovation opportunities to appeal to the rising interest in super indulgent variants and a need for yogurt/yogurt drinks as a menu item while eating out.”

– Laurel Gu, Director of Research: Food & Drink, Lifestyle

This report looks at the following areas:

- The upcoming era of super indulgent yogurt
- Exotic ways of fermentation need further elaborations before becoming popular
- Yogurt drinks can expand their presence in casual dining places

The yogurt market has been growing robustly both in terms of volume and value. The big players are facing ever increasing competitive pressure from overseas players, regional players, start-up companies, as well as players in other food and beverage markets.

Besides geographic expansion of yogurt as a health supplementing food, the indulgence consumption occasion is gaining momentum, showing great scope as well as a necessity for brands to invest heavily in future product innovations which could take different forms in order to strengthen product appeal.

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DID YOU KNOW?

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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