

Yogurt - China - August 2017

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“Leading companies keep investing in ambient yogurt, which has the highest penetration among all types of yogurt or yogurt drinks. To further increase consumption frequency, brands are looking for new approaches to build association with certain occasions. Though better-for-you is the ultimate trend, yogurt brands should not take away all the pleasure of indulgent taste.”

– Cheryl Ni, Research Analyst: Food & Drink

This report looks at the following areas:

- Enhanced yogurt targeting fitness lovers
- Driving relevance amongst different consumer segments
- Opportunity of ambient spoonable flavoured yogurt

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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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