

## Yogurt - China - August 2019

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This report looks at the following areas:

- Re-consider the positioning of ambient yogurt
- Get inspiration from foodservice brands to play on visual innovation
- Add value to chilled yogurt with goal-driven positioning

In 2019, the yogurt market continues to grow in retail value at a double-digit pace, thanks mainly to ambient yogurt. However, consumers still have relatively limited consumption occasions, which may hinder further growth in market volume. One of the drivers for the significant growth of ambient yogurt is leading companies' expansion of distribution in lower tier markets. With the development of cold-chain logistic systems, chilled yogurt will see breakthrough development in the future. But the market shares of ambient and chilled yogurt will not change in the coming two to three years.

“Generally speaking, consumers in China regard yogurt more as a functional food. Although ambient yogurt is growing faster, it faces the dilemma of finding a suitable positioning, as consumers will realise its limitations in terms of functionality; as for chilled yogurt, to distinguish from ambient yogurt, a high added-value image needs to be forged through specific benefits.”

– **Crystal A, Research Analyst, Food and Drink**

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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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