

## Yogurt - China - November 2020

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“The growth rate of the yogurt market slowed down this year but will likely pick up at a high single-digit level again in 2021. The outbreak has driven consumer demand for yogurt as consumers seek better immunity.”

- **Pepper Peng, Research Analyst**

This report looks at the following areas:

- **The impact of COVID-19 on the yogurt market**
- **Segment performance**
- **Launch activity and product innovation**
- **Consumer behaviour and perception towards yogurt**
- **Growth opportunities**

Despite the short-term, supply-side challenge at the beginning of the COVID-19 crisis, the yogurt market has benefited more from the outbreak, thanks to increased attention to health and immunity management, fuelling demand for dairy in the long term. However, as consumer spending confidence is recovering cautiously due to financial uncertainty, this will add pressure on premium yogurt sales.

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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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## Table of Contents

### Overview

- What you need to know
- Key issues covered in this Report
- Scope and definitions

### Executive Summary

#### The market

##### The market slows down in 2020 but will pick up again in the future

- Figure 1: Retail market value and volume of yogurt (exclude lactobacillus drinks), china, 2015-2020
- Figure 2: Total China retail sales and forecast of yogurt, 2015-25
- Figure 3: Total China retail volumes and forecast of yogurt, 2015-25

##### Impact of COVID-19 on yogurt

- Figure 4: Short, medium and long term impact of COVID-19 on yogurt, November 2020

##### Ambient yogurt still leads growth while chilled yogurt is under pressure

- Figure 5: China retail sales value and forecast of ambient yogurt, 2015-25
- Figure 6: China retail sales value and forecast of chilled yogurt, 2015-2025

#### Companies and brands

##### Yili and Mengniu market share rises to 66.5% and Junlebao enters the top three

- Figure 7: Key players' share of yogurt market, China, 2018-2019

##### Building competitiveness in both upstream and downstream

##### Innovations focus on flavour & texture and precise functions

- Figure 8: Key changes in product claims\* in new yogurt launches, China, 2016-2020 (to Oct)

#### The consumer

##### Ambient yogurt prioritised over chilled yogurt thanks to high accessibility

- Figure 9: Consumption change, May 2020

##### Overall top choices and regional brands' advantages unchanged

- Figure 10: Brands consumed in the last six months, by city, May 2020

##### Higher willingness to pay more for chilled yogurt, especially among parents

- Figure 11: Typical spending on a single-serve yogurt, May 2020
- Figure 12: Spending habits, by children in household, May 2020

##### Offline is still leading choice but gourmet stores are worth noting

- Figure 13: Purchasing channel of yogurt, May 2020
- Figure 14: Purchase channel, by typical spend on a single-serve yogurt, May 2020

##### Indulgent impression of spoonable yogurt needs to be bolstered

- Figure 15: Yogurt preference, by consumption occasion, May 2020

##### Going beyond digestive health to gut health can help yogurt establish credibility in immunity-related claims

- Figure 16: Interests in functional benefits, May 2020

#### What we think

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## Issues and Insights

Spoonable yogurt needs all-round indulgent improvements

The facts

The implications

Figure 17: Examples of dessert flavoured yogurts, US and China, 2020

Figure 18: Examples of creative yogurt packaging, China, 2020

Go beyond higher protein to seize opportunities among fitness consumers

The facts

The implications

Figure 19: Examples of introductions about different types of protein for fitness consumers, China 2020

Figure 20: Examples of fitness yogurt with both whey and casein claims, China and Spain, 2020

Leverage freeze-drying technology to expand snack occasions

The facts

The implications

Figure 21: Examples of freeze-dried yogurt cubes, China 2019-2020

Figure 22: Yili's sub-brand yixiaosheng launched freeze-dried crayfish flavour yogurt cubes, china, 2020

## The Market – What You Need to Know

Yogurt market slows down in 2020 but will regain momentum in 2021

Ambient yogurt still a growth engine

Chilled yogurt struggles to expand territory in last two years

Increasing awareness of immunity means long-term demand will sustain

## Market Size and Forecast

Sales growth slowed down in 2020 but still remarkable

Figure 23: Retail market value and volume of yogurt (exclude lactobacillus drinks), China, 2015-2020

Yogurt will regain growth momentum in 2021

Figure 24: China retail sales value and forecast of yogurt, 2015-25

Figure 25: China retail sales volume and forecast of yogurt, 2015-25

## Market Factors

Spending shifts to essentials as COVID-19 hits consumer confidence

Figure 26: Confidence in future financial outlook, Dec 2019-Nov 2020

Figure 27: Change in total retail sales of consumer goods, China 2019-Sept 2020

Attention to immunity management fuels demand for dairy products

Figure 28: Mengniu Champion yogurt promoting immunity-enhancing feature, China 2020

E-commerce continues to unlock sales potential with live commerce

## Key Players – What You Need to Know

National players strengthen market leadership

Key innovation highlights

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## Market Share

### Further market consolidation among top two leaders

Figure 29: Key players' share of yogurt market in terms of retail sales value, China, 2018-2019

### Junlebao Dairy ascends to No. 3 position

### Newcomers battle it out in chilled yogurt

## Competitive Strategies

### Strengthen control of upstream

### Elevate channel synergies

### Strategic cooperation with leading channel players

Figure 30: Yili JoyDay yogurt workshop and product concept

Figure 31: Bright yogurt subscription service on ele.me

### Channel customized products

Figure 32: Examples of channel exclusive yogurt products, China 2019-2020

## Who's Innovating?

### Flavour and texture innovation

### Make it more chunky and chewy

Figure 33: Share of new product launches in yogurt, by texture, China, 2017-2020 (to Oct)

Figure 34: Examples of new chunky ingredients in yogurt, China, 2020

### Novel mixed flavours

Figure 35: Examples of novel mixed flavours in yogurt, China 2020

### Oriental nourishing flavours vs Western dessert flavours

Figure 36: Examples of oriental nourishing flavour yogurt, China 2020

Figure 37: Examples of Western dessert flavoured yogurt, China 2020

### Health-related and functional innovation

### Gut health puts probiotics and fibre under the spotlight

Figure 38: Key changes in product claims\* in new yogurt launches, China, 2016-2020 (to Oct)

Figure 39: Examples of new yogurt products catering to gut health, China and Japan, 2019-2020

### Protein content continues to increase

Figure 40: Average protein per 100 grams of yogurt in new product launches, 2016-2020 (to Oct)

Figure 41: Example of high protein fitness yogurt, US, 2020

### Niche functional claims emerge

Figure 42: Examples of functional benefits in yogurt, China 2020

### Plant-based yogurt finally makes its way to China

Figure 43: Plant-based yogurt from Nongfu Spring, China 2020

## The Consumer – What You Need to Know

RMB6-9 is the most acceptable price range for single-serve yogurt

Offline remains the leading purchasing channel

Spoonable yogurt does not necessarily equal indulgence

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General immunity-related function is most wanted but specific functions get a boost too

## Consumption Change

Ambient yogurt still leads consumption uptake

Figure 44: Consumption change, May 2020

Switching to ambient is more evident during the outbreak

Figure 45: % of consumers drink more, by type of yogurt consumed less, May 2020

Families with children are still key target group

Figure 46: Consumption change on ambient yogurt, by children in households, May 2020

## Brand Choice

Top five choices have not changed since 2017

Figure 47: Brands consumed in the last six months, May 2020

Regional differences still prevail

Figure 48: Brands consumed in the last six months, by city, May 2020

New entrants stand out with an image of beauty-boosting and weight-control functions

Figure 49: Brands consumed in the last 6 months, by interest in functional benefits, May 2020

## Spending Habits

Half of consumers are prepared to pay between RMB6-9 on a single-serve yogurt

Consumers are prepared to pay more for chilled yogurt but not for spoonable yogurt

Figure 50: Typical spending on a single-serve yogurt, May 2020

Parents are prepared to pay more for chilled yogurt

Figure 51: Typical spending on a single-serve yogurt, by family status, May 2020

## Purchasing Channel

Gourmet stores are key to targeting premium yogurt buyers

Figure 52: Purchasing channel of yogurt, May 2020

Figure 53: Purchasing channel, by family status, May 2020

Figure 54: Purchase channel, by typical spend on a single-serve yogurt, May 2020

Yogurt choices in gourmet stores may attract young males with fitness goals

Figure 55: Purchasing channel – gourmet stores, by gender and age, May 2020

Figure 56: Purchasing channel, by males with vs without an interest in yogurt with maintaining muscle claims, May 2020

## Consumption Habits

Yogurt is still largely considered a source of dairy for its nutritional value

Figure 57: Consumption habits of yogurt, May 2020

Spoonable yogurt still needs to enhance its association with indulgence

Figure 58: Yogurt preference, by consumption occasion, May 2020

Parents pay more attention to nutrition and singles are more flavour driven

Figure 59: Consumption habits – by family status, May 2020

## Interest in Functional Benefits

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General immunity boosting is most wanted functional benefit after COVID-19

Figure 60: Interests in functional benefits, May 2020

Consumers under 30 expect appearance-related functions while over-30s care more about physical health

Figure 61: Interest in functional benefits, by age, May 2020

High household income consumers focus more on specific functional yogurt

Figure 62: Interest in functional benefits, by household income, May 2020

Figure 63: Gap of interest in functional benefits, by consumer income and classification, May 2020

### Meet the Mintropolitans

More willing to pay RMB10-15 on a single-serve yogurt for indulgence

Figure 64: Spending habits, by consumer classification, May 2020

Invest in gourmet stores and fresh grocery e-commerce

Figure 65: Purchasing channel, by consumer classification, May 2020

Nutrition as well as appearance

Figure 66: Interests in functional benefits, by consumer classification, May 2020

### Appendix – Market Size and Forecast

Figure 67: China retail sales value and forecast of yogurt, 2015-25

Figure 68: China retail sales volume and forecast of yogurt, 2015-25

### Appendix – Market Segmentation

Figure 69: China retail sales and forecast of ambient yogurt, 2015-25

Figure 70: Total China retail sales and forecast of chilled yogurt, 2015-25

### Appendix – Methodology and Abbreviations

Methodology

Abbreviations

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