

Yogurt - China - 2022

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This report looks at the following areas:

- Future market outlook and growth prospects in the next five years
- COVID-19's impact on the yogurt market and market value forecast under different scenarios
- The performance of chilled and ambient yogurt and how each segment will evolve
- Latest product trends and growth opportunities
- Changes in consumption frequency and trading up/down willingness in the future
- Consumption barrier and repurchase trigger of different price range yogurt
- Preference for mix-ins and packaging type in terms of yogurt with mix-ins

16% of consumers haven't bought yogurt because it's too sweet to drink/eat, and 25% of consumers would repurchase a yogurt because it's not sweet to drink/eat, showing that consumers pay more attention to how the yogurt tastes as well as sucrose-free claims. The sugar issue may extend from sucrose to sugar substitutes.

A sizable chunk of consumers are complaining about the high price of yogurt, and coupled with the fact that China has been hit by a massive resurgence of COVID-19 cases (due to the Omicron variant) in early 2022, consumers' confidence about future financial status has witnessed a downturn. It will undermine the trading up interest in yogurt, and consumers may shift to milk for better cost-effective nutrition.

Ambient yogurt faces a challenge from the loss in total consumption penetration and low willingness to trade up. 25% of consumers won't even buy it in the next three months.

Opportunities for yogurt lie in sugar-free products and patented special strains. Sugar-free products have been proved resilient by several companies



"Ambient yogurt is facing declining consumption frequency and low willingness to trade-up. Chilled yogurt, despite its large decline in market value, saw increases in overall consumption frequency."

– **Pepper Peng, Research Analyst**

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under the COVID-19 impact. Containing special strains is the second biggest reason to repurchase a yogurt. Companies have started investing more to build their own database of strains, and patented strains will be crucial weapons in the future.



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