

Yoghurt and Sour Milk Products in China

September 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Yoghurt declines for the fourth consecutive year in 2023, amid health and financial concerns
Booming trend of yoghurt-based drinks from street stalls has negative impact on sales of packaged offerings
Manufacturers introduce larger-sized yoghurt packs in order to offer better value to customers

PROSPECTS AND OPPORTUNITIES

Yoghurt faces further challenges during the forecast period, with health-oriented products offering the greatest potential
Yoghurt manufacturers expand into niche categories, especially products targeting young children
Expansion of eating occasions may boost future demand for yoghurt

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Dairy Products and Alternatives in China - Industry Overview

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