

# Yoghurt and Sour Milk Products in Mexico

October 2023

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## Yoghurt and Sour Milk Products in Mexico - Category analysis

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#### 2023 DEVELOPMENTS

Cartoon characters are back

Demand for yoghurt rebounds as consumers return to more active lifestyles away from the home

Healthier options are a focus for yoghurt players

#### PROSPECTS AND OPPORTUNITIES

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Companies set to focus on product innovation to drive value sales

Co-branding is likely to boost sales of indulgent yoghurt products

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