

Yoghurt and Sour Milk Products in Malaysia

September 2023

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Yoghurt and Sour Milk Products in Malaysia - Category analysis

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2023 DEVELOPMENTS

Flavoured yoghurt gains traction but drinking yoghurt dominates

Ongoing new product development to sustain the demand for yoghurt

Yoghurt players expand distribution and shelf space and invest in marketing and promotions to reach out to consumers in 2023

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