

Yoghurt and Sour Milk Products in Thailand

September 2023

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Yoghurt and Sour Milk Products in Thailand - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Grab-and-go yoghurt consumption is supported by return to busy lifestyles
Health-positioned products ride the wave of health and wellness trends
Online marketing boosts brand sales, despite the challenges dairy faces through e-commerce

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DISCLAIMER

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