



Euromonitor  
International

# Yoghurt and Sour Milk Products in China

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Yoghurt expected to continue to decline in 2024, for various reasons
- Yili launches shelf stable yoghurt containing active probiotics
- Providing value is a key strategy for yoghurt manufacturers amidst declining sales

PROSPECTS AND OPPORTUNITIES

- Sugar control will continue to be the dominant health claim
- Consumers will tend to consume less but better
- Manufacturers explore more online distribution channels

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Dairy Products and Alternatives in China - Industry Overview

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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