

# Yoghurt and Sour Milk Products in Malaysia

August 2024

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# Yoghurt and Sour Milk Products in Malaysia - Category analysis

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Unit price surges for yoghurt amid higher operational costs in 2024

New launches stimulate drinking yoghurt towards the end of the review period

Marketing strategies to sustain brand importance

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The category is set to suffer from an indulgence perception in a tough economic climate Players to devise key strategies to push yoghurt over the forecast period Innovation and new product developments to sustain players' footholds in yoghurt

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