



Euromonitor
International

Yoghurt and Sour Milk Products in Japan

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Greek-style yoghurt continues to perform well despite inflationary pressure
- Continued focus on sleep and stress control benefits
- Yakult and Meiji lead yoghurt and sour milk products as they respond to consumer demand for health

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Dairy Products and Alternatives in Japan - Industry Overview

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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