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Yoghurt and Sour Milk Products in Taiwan

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Plain yoghurt turning into an everyday dairy product as consumers switch back to smaller pack sizes
- Flavoured yoghurt continues to gain momentum in 2024 with new brands, new products and larger pack sizes
- Uni-President invests in new product development as it aims to fend off the competition

PROSPECTS AND OPPORTUNITIES

- Yoghurt manufacturers may need to add value to remain relevant with tariff-free milk from New Zealand set to pour into the country
- High protein yoghurt seen to be an area that is ripe for development
- Drinking yoghurt facing a period of transformation as players look to add value to the category

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Dairy Products and Alternatives in Taiwan - Industry Overview

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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