



Yoghurt and Sour Milk Products in Singapore

August 2024

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Yoghurt and Sour Milk Products in Singapore - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Stable foodservice volume growth for yoghurt in 2024, driven by health trends
Greek yoghurt gains popularity and varieties available expand
Drinking yoghurt continues to be strongly led by Yakult

PROSPECTS AND OPPORTUNITIES

Ambient drinking yoghurt expected to remain a niche amongst consumers and fail to see volume growth
Flavoured yoghurt will continue to be preferred over plain yoghurt over the forecast period
Competitive landscape in plain and flavoured yoghurt expected to remain fragmented

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DISCLAIMER

SOURCES

Summary 1 - Research Sources

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