

Yoghurt and Sour Milk Products in Thailand

August 2024

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Yoghurt and Sour Milk Products in Thailand - Category analysis

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Yoghurt benefits from its healthy positioning Plain yoghurt potential for growth Yoghurt players expand the market via innovative new products

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Bright future expected for yoghurt Creative new product development will stimulate demand for yoghurt Greek yoghurt will gain further popularity, although its price will be a barrier for many

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