

# Yoghurt and Sour Milk Products in China

<https://marketpublishers.com/r/Y6948C71E62EN.html>

Date: September 2023

Pages: 20

Price: US\$ 990.00 (Single User License)

ID: Y6948C71E62EN

## Abstracts

Retail sales of yoghurt declined for the fourth successive year in current value terms in 2023, due in part to consumers' increasing health concerns. Consumers perceive yoghurt to contain a high amount of sugar, as well as preservatives and other additives, as a significant proportion of yoghurt products sold in China are distributed and stored at room temperature. Furthermore, amid the ongoing challenging macroeconomic situation, cautious consumer spending led some individuals to shift from pre...

Euromonitor International's Yoghurt and Sour Milk Products in China report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2018-2022, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Sour Milk Products, Yoghurt.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Yoghurt and Sour Milk Products market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Yoghurt and Sour Milk Products in China  
Euromonitor International  
September 2023

### LIST OF CONTENTS AND TABLES

YOGHURT AND SOUR MILK PRODUCTS IN CHINA  
KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Yoghurt declines for the fourth consecutive year in 2023, amid health and financial concerns

Booming trend of yoghurt-based drinks from street stalls has negative impact on sales of packaged offerings

Manufacturers introduce larger-sized yoghurt packs in order to offer better value to customers

### PROSPECTS AND OPPORTUNITIES

Yoghurt faces further challenges during the forecast period, with health-oriented products offering the greatest potential

Yoghurt manufacturers expand into niche categories, especially products targeting young children

Expansion of eating occasions may boost future demand for yoghurt

### CATEGORY DATA

Table 1 Sales of Yoghurt and Sour Milk Products by Category: Volume 2018-2023

Table 2 Sales of Yoghurt and Sour Milk Products by Category: Value 2018-2023

Table 3 Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2018-2023

Table 4 Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2018-2023

Table 5 Sales of Flavoured Yoghurt by Flavour: Rankings 2018-2023

Table 6 NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2019-2023

Table 7 LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2020-2023

Table 8 Distribution of Yoghurt and Sour Milk Products by Format: % Value 2018-2023

Table 9 Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2023-2028

Table 10 Forecast Sales of Yoghurt and Sour Milk Products by Category: Value

2023-2028

Table 11 Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2023-2028

Table 12 Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2023-2028

DAIRY PRODUCTS AND ALTERNATIVES IN CHINA

EXECUTIVE SUMMARY

Dairy products and alternatives in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 13 Sales of Dairy Products and Alternatives by Category: Value 2018-2023

Table 14 Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023

Table 15 NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023

Table 16 LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023

Table 17 Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023

Table 18 Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028

Table 19 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

## I would like to order

Product name: Yoghurt and Sour Milk Products in China

Product link: <https://marketpublishers.com/r/Y6948C71E62EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/Y6948C71E62EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970