

# Yoghurt and Sour Milk Products in Hong Kong, China

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## Abstracts

Retail volume sales of flavoured and plain yoghurt have experienced consistent growth in Hong Kong, which can be attributed to sustained demand for yoghurt even after the pandemic, which is set to be maintained in 2023. The pandemic has had a significant impact on consumer behaviour, particularly in terms of health and wellness. People have become more conscious about their overall wellbeing, with a particular focus on digestive health and immune system support. This shift in consumer habits has...

Euromonitor International's Yoghurt and Sour Milk Products in Hong Kong, 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.

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