

# **China Yogurt Market, By Type (Non-Flavored, Flavored), By Fat Content (Regular, Low Fat, Fat-Free), By Form (Conventional Yogurt, Set Yogurt, Greek Yogurt, Frozen Yogurt, Yogurt Drinks and Others), By Packaging (Pouches, Plastic Bottles, Tetra Packs and Others), By Distribution Channel (Convenience Stores, Independent Small Grocers, Supermarket/Hypermarket, Online Channel), By Region, Competition, Forecast & Opportunities, 2026**

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## **Abstracts**

China Yogurt Market was valued at USD21.17 billion in 2020. Increasing awareness about consuming yogurt and adding it to the regular diet, huge population and its increasing demand for different flavors of yogurt is leading to enhanced product offerings by leading companies, which is likely to further drive the growth of Yogurt Market in China in the forecast period till 2026.

Additionally, based on the type, China Yogurt Market is further bifurcated into flavored and non-flavored yogurt type. In the base year 2020, flavored type yogurt held the market share of 83.45% and is likely to continue to maintain its dominance in the forecast period as well due to the increasing product offering in the flavored segment.

On the basis of distribution channel, China Yogurt Market is differentiated into convenience stores, independent small grocers, supermarket/hypermarket and online. In the base year, 2020 convenience stores segment held the largest market share of 47.74% in the China Yogurt Market mainly because of the intense localized reach of a convenience store in comparison to the supermarket/hypermarket. Chinese prefer to

buy yogurt from the nearest store as it is needed for their daily use and needs to be procured every day. Furthermore, the online segment is the fastest-growing segment in the China Yogurt Market in the forecast period, due to increasing presence of online channels and their enhanced supply chain for dairy products in China.

Based on the region, China Yogurt Market is segmented into North China, East China, North East China, South Central China, North West China and South West China. In the base year 2020, East China held the largest market share in the China Yogurt Market due to its higher GDP, increasing urbanization and growing internet penetration rate. Besides this, North China held the second largest market share in 2020 due to the increasing supply chain by dairy distributors in the region. Furthermore, both North China and East China are expected to maintain major share in the China Yogurt Market in the forecast period as well.

China Yogurt Market is mostly captured by the national players such as Inner Mongolia Yili Industrial Group Company Limited, China Mengniu Dairy Company Limited. However, international players such as Nestle China Ltd. and Kowloon Dairy Limited are also trying to capture the market share by offering traditional taste yogurt for Chinese consumers.

Years considered for this report:

Historical Years: 2016-2019

Base Year: 2020

Estimated Year: 2021

Forecast Period: 2022-2026

Objective of the Study:

To analyze historical growth in market size of China Yogurt Market from 2016 to 2020.

To estimate and forecast the market size of China Yogurt Market from 2021 to 2026 and growth rate until 2026.

To classify and forecast the of China Yogurt Market based on type, fat content, form, packaging type, distribution channels, regional distribution.

To define, classify and forecast China Yogurt Market on the basis of segment (Non-Flavored and Flavored)

To scrutinize the detailed market segmentation and forecast the market size segmenting China Yogurt Market into six regions namely, North China, East China, North East China, South Central China, North West China and South West China.

To identify tailwinds and headwinds for China Yogurt Market.

To get an idea about the consumers' behavior towards brand awareness, sources of information and factors influencing purchase decision.

To examine competitive developments such as expansions, new product launches, supply contracts and mergers and acquisitions in the China Yogurt Market.

To evaluate competitive pricing, average market selling prices and trends in the China Yogurt Market.

To strategically profile the leading players, which are involved in the supply of yogurt products in China.

TechSci Research performed primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of yogurt producers and suppliers in China. TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research was able to include producers that could not be identified due to the limitations of secondary research. TechSci Research analyzed product offerings, end use sector/s, and regional presence of all major yogurt suppliers across the country.

TechSci Research calculated the market size for China Yogurt Market using a bottom-up approach, wherein producers' value sales data for different types of yogurt such as (non-flavored and flavored), was recorded and subsequently forecast for the future

years. TechSci Research sourced these values from industry experts and company representatives and externally them validated through analyzing historical sales data of respective manufacturers to arrive at the overall market size. Various secondary sources such as company annual reports, white papers, investor presentations and financial reports were also studied by TechSci Research.

#### Key Target Audience:

China yogurt producers, suppliers, and other stakeholders

Associations, organizations, and alliances related to dairy industry.

Government bodies such as regulating authorities and policy makers.

Market research and consulting firms

The study is useful in providing answers to several critical questions that are important for industry stakeholders such as yogurt producers, distributors, suppliers, and policy makers to understand which market segments should be targeted over the coming years in order to strategize investments and capitalize on growth of the market.

#### Report Scope:

In this report, China Yogurt Market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

##### China Yogurt Market, By Type:

Non-Flavored

Flavored

##### China Yogurt Market, By Fat Content:

Regular

Low Fat

Fat Free

China Yogurt Market, By Form:

Conventional Yogurt

Set Yogurt

Greek Yogurt

Frozen Yogurt

Yogurt Drinks

Others

China Yogurt Market, By Packaging:

Pouches

Tetra Packs

Plastic Bottles

Others

China Yogurt Market, By Distribution Channel:

Convenience Stores

Independent Small Grocers

Supermarket/Hypermarket

Online

China Yogurt Market, By Region:

North China

East China

North East China

South Central China

North West China

South West China

### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the China Yogurt Market.

### Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

### Channel Partner Analysis

Detailed list of distributors and dealers across the country.

### Company Information

Detailed analysis and profiling of additional market players (up to five).

### Product Information

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