

# **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 Sales Channel (Supermarkets/Hypermarkets, Convenience Stores, Online, and Others), By Region, By Competition Forecast & Opportunities, 2019-2029F**

<https://marketpublishers.com/r/C74C69321714EN.html>

Date: February 2024

Pages: 83

Price: US\$ 3,500.00 (Single User License)

ID: C74C69321714EN

## **Abstracts**

China Yogurt Market was valued at USD 40.12 billion in 2023 and is anticipated to project robust growth in the forecast period with a CAGR of 8.35% through 2029. The yogurt market in China has witnessed remarkable growth and transformation over the past few years.

First and foremost, China's increasing health consciousness has driven the yogurt market's expansion. Consumers are becoming more aware of the benefits of yogurt, such as its probiotic properties, which promote digestive health and boost the immune system. This has led to a surge in yogurt consumption as a healthier snack or breakfast option.

Moreover, yogurt manufacturers have adapted to Chinese tastes and preferences. They have introduced various flavors and textures to cater to the diverse palate of Chinese consumers. Traditional yogurt, drinkable yogurt, and Greek yogurt are just a few examples of the product variations available in the market.

E-commerce has played a pivotal role in the growth of the yogurt market in China. Companies have leveraged online platforms to reach a broader audience and provide convenient home delivery options. This trend has been further accelerated by the COVID-19 pandemic, which increased the demand for online shopping and home delivery services.

Foreign yogurt brands have also made significant inroads into the Chinese market. Companies like Danone, Yoplait, and Nestlé have gained a strong foothold, capitalizing on their global reputation for quality and taste. However, domestic brands like Yili and Mengniu continue to dominate the market, benefiting from their understanding of local consumer preferences.

In terms of innovation, the China yogurt market has witnessed the introduction of yogurt-based desserts, snacks, and even skincare products, capitalizing on yogurt's perceived health benefits. This diversification has opened up new opportunities for manufacturers and created a more dynamic market.

As China's middle class continues to grow, so does its demand for healthier and premium food products, further driving the yogurt market's expansion. While the COVID-19 pandemic presented temporary challenges, the overall trajectory of the yogurt market in China remains positive, with opportunities for continued growth and innovation.

## Key Market Drivers

### Health and Wellness Trends

The China yogurt market is experiencing significant growth due to the increasing emphasis on health and wellness among consumers. With rising concerns about lifestyle-related diseases and a growing awareness of the importance of a balanced diet, yogurt has become a popular choice for health-conscious individuals. This trend is driven by several factors:

**Probiotics and Gut Health:** Probiotic-rich yogurt has gained popularity as it is believed to promote a healthy gut microbiome, which is linked to improved digestion, better immunity, and overall well-being. Many Chinese consumers are now seeking yogurt products with specific probiotic strains known to offer health benefits.

**High Protein Content:** Yogurt is a rich source of high-quality protein, making it appealing

to consumers looking to maintain or build muscle mass, control their weight, or follow low-carb diets. As a result, the yogurt market is witnessing a surge in demand for high-protein yogurt varieties.

**Low-Fat and Low-Sugar Options:** With the growing concern about obesity and diabetes, there is a strong demand for low-fat and low-sugar yogurt options. Manufacturers are responding by introducing a wide range of yogurt products with reduced fat and sugar content, catering to health-conscious consumers.

**Convenient Snacking:** Yogurt's convenient packaging and portability make it an ideal on-the-go snack for busy urban dwellers. As lifestyles become more fast-paced, yogurt's role as a convenient and healthy snack option is driving its market growth.

### Expanding Middle-Class and Urban Population

China's rapidly expanding middle-class and urban population is another significant driver of the yogurt market's growth. This demographic shift has several implications for the industry:

**Changing Consumption Habits:** As more people move to urban areas and experience changes in their lifestyles, dietary habits are shifting. Urban dwellers often have busier schedules, and they are increasingly turning to yogurt as a quick and nutritious meal or snack option.

**Western Influence:** The urban population, with access to international media and exposure to Western diets, is becoming more receptive to Western-style foods and beverages. Yogurt, being a staple in many Western diets, is benefiting from this cultural influence.

**Increasing Disposable Income:** As the middle class continues to grow, consumers have more disposable income to spend on premium yogurt products, including Greek yogurt, organic varieties, and yogurt-based desserts, further boosting market growth.

**Retail Expansion:** The expansion of modern retail channels such as supermarkets and convenience stores in urban areas has made yogurt more accessible to consumers. This convenience factor has played a significant role in the market's expansion.

### Product Innovation and Diversification

Innovation and diversification in the yogurt market have been instrumental in attracting consumers and sustaining market growth. Manufacturers are constantly introducing new products and flavors to cater to various consumer preferences:

**Flavor Varieties:** Chinese yogurt manufacturers have introduced a wide range of flavors, from traditional options like plain and fruit-flavored yogurt to more exotic choices, including matcha, taro, and durian. This diversification in flavor options keeps consumers engaged and attracts new buyers.

**Plant-Based Alternatives:** With the growing interest in plant-based diets and lactose intolerance, manufacturers are developing and promoting dairy-free yogurt alternatives made from ingredients like almond, soy, and coconut. These products are gaining traction in the market.

**Packaging Innovation:** Yogurt packaging has evolved to include various formats, such as yogurt drinks, squeezable pouches, and portable cups with toppings or mix-ins. These innovations appeal to consumers seeking convenient and indulgent options.

**Customization:** Some brands offer customizable yogurt options, allowing consumers to choose their preferred toppings, fruits, and sweeteners. This level of personalization caters to consumer preferences and enhances brand loyalty.

## Key Market Challenges

### Fierce Competition and Market Saturation

One of the primary challenges in the Chinese yogurt market is intense competition and market saturation. The country boasts a vast number of yogurt manufacturers, ranging from multinational giants like Yili and Mengniu to numerous local and niche players. This fierce competition has led to price wars and reduced profit margins, making it difficult for both established and emerging brands to stand out.

To address this challenge, companies must focus on product differentiation and innovation. Offering unique flavors, packaging, and functional benefits can set a brand apart. Additionally, strategic marketing and advertising campaigns can help companies connect with consumers on a personal level, fostering brand loyalty in an overcrowded market.

### Regulatory Hurdles and Quality Concerns

China's regulatory environment has posed challenges for yogurt manufacturers, particularly in terms of product quality and safety. The government has tightened regulations on food quality and safety, which can result in increased compliance costs. Ensuring that products meet these stringent standards while keeping prices competitive is a delicate balancing act.

To overcome these challenges, companies must invest in quality control measures, implement stringent quality assurance practices, and maintain transparency in their operations. By doing so, they can build trust with consumers and demonstrate their commitment to producing safe and high-quality yogurt products. Collaborating with government agencies and industry associations can also help navigate the regulatory landscape effectively.

#### Evolving Consumer Preferences and Health Concerns:

As Chinese consumers become more health-conscious, their preferences in yogurt products have evolved. There is a growing demand for yogurt with lower sugar content, probiotics, and functional ingredients that offer health benefits. Meeting these evolving preferences while maintaining the appeal of traditional yogurt products is a significant challenge for manufacturers.

To address this challenge, companies need to invest in research and development to create healthier yogurt options that align with consumer expectations. Moreover, they should communicate the nutritional benefits of their products effectively through labeling and marketing. Collaborating with healthcare professionals and dieticians to highlight the health benefits of yogurt can also help gain consumer trust and market share.

#### Key Market Trends

##### Plant-Based Yogurts on the Rise

One of the most notable trends in the China yogurt market is the increasing popularity of plant-based yogurts. As Chinese consumers become more health-conscious and environmentally aware, there is a growing demand for dairy alternatives. Plant-based yogurts made from ingredients such as soy, almond, coconut, and oats are gaining traction. These products are not only lactose-free but also cater to the preferences of vegans and individuals with dairy allergies.

A key driver of this trend is the influence of Western diets and lifestyles, where plant-based diets have gained immense popularity. Additionally, government initiatives promoting healthy living and sustainability are contributing to the growth of plant-based yogurt brands. Companies like Yili and Mengniu have introduced their own plant-based yogurt lines to meet this demand.

### Functional Yogurts with Health Benefits

Health-conscious consumers are increasingly seeking yogurt products that offer functional benefits. This trend has given rise to yogurts that contain probiotics, prebiotics, and other health-promoting ingredients. Probiotics, in particular, are in high demand, as they are believed to improve gut health and boost the immune system. Chinese consumers are becoming more aware of the connection between gut health and overall well-being, which is driving this trend.

Many yogurt brands in China are launching products specifically marketed for their probiotic content. These functional yogurts are often positioned as aids for digestion, immunity, and overall well-being. Manufacturers are also exploring new and unique ingredients to add value to their products, such as collagen, antioxidants, and vitamins, to tap into the wellness and beauty market.

### Online Sales and E-Commerce Dominance

The digital landscape has played a pivotal role in the growth of the Chinese yogurt market. Online sales and e-commerce platforms have become the preferred distribution channels for many consumers. The convenience, extensive product variety, and competitive pricing offered by online retailers have made e-commerce a dominant force in the industry.

Yogurt brands are leveraging e-commerce to reach a wider audience and engage in direct-to-consumer marketing. Live-streaming and social media platforms are being utilized to promote yogurt products and interact with consumers in real-time. This trend is also attributed to the changing shopping habits brought about by the COVID-19 pandemic, which accelerated the shift towards online shopping.

Major yogurt manufacturers are partnering with e-commerce platforms like Alibaba's Tmall and JD.com to reach consumers more effectively. They are also investing in user-friendly mobile apps and websites to enhance the online shopping experience. The development of supply chain logistics and cold chain delivery has made it possible to



deliver yogurt products directly to consumers' doorsteps, ensuring product freshness and quality.

## Segmental Insights

### Type Insights

Flavored yogurt has established itself as a dominant player in the ever-expanding yogurt market in China. This culinary delight has captivated the palates of millions of Chinese consumers, and its popularity continues to grow. The phenomenon of flavored yogurt gaining a substantial share in the Chinese market can be attributed to several key factors.

First and foremost, the diversity of flavors in the Chinese yogurt market is staggering. From traditional options like strawberry, blueberry, and vanilla to more exotic choices such as dragon fruit, lychee, and even savory flavors like matcha and taro, there is a yogurt flavor for every preference. This extensive range appeals to the diverse taste preferences of the Chinese population, making it a versatile and attractive option for consumers.

Moreover, the fusion of Western and Eastern culinary traditions has played a crucial role in the rise of flavored yogurt. While traditional yogurt flavors remain popular, the incorporation of local ingredients and traditional Chinese flavors has created a unique and appealing product. This blend of familiarity and novelty has captured the imagination of consumers across various demographics.

The health-conscious trend in China has also contributed to the surge in flavored yogurt consumption. Many flavored yogurts emphasize their probiotic content and are marketed as a healthy alternative to sugary snacks. This positioning resonates with a growing number of health-conscious consumers who are looking for tasty, yet nutritious options.

Furthermore, the convenience factor cannot be overlooked. Flavored yogurt is readily available in single-serving cups, making it a convenient on-the-go snack or breakfast choice. In a fast-paced society like China, where people often have busy schedules, the portability of flavored yogurt is a significant advantage.

Advertising and marketing strategies have also played a pivotal role in the success of flavored yogurt in China. Many brands have invested heavily in promoting their

products, using celebrity endorsements, social media, and creative advertising campaigns to capture consumer attention.

In conclusion, flavored yogurt has undeniably carved out a significant share in the China yogurt market due to its diverse flavors, fusion of culinary traditions, health-conscious appeal, convenience, and effective marketing efforts.

### Sales Channel Insights

Online platforms have revolutionized the way consumers in China access and purchase a wide range of products, and the yogurt market is no exception. In recent years, online sales have captured a significant share of the China yogurt market. This shift in consumer behavior can be attributed to several key factors, each contributing to the growth of online yogurt sales.

First and foremost, the convenience of online shopping has played a pivotal role in driving the surge in yogurt sales. Consumers can now browse a vast assortment of yogurt brands, flavors, and packaging options from the comfort of their own homes or while on the go. With just a few clicks, they can place their orders and have their desired yogurt products delivered directly to their doorstep, saving time and effort compared to traditional in-store shopping.

Furthermore, e-commerce platforms have empowered consumers with an abundance of information. Shoppers can easily access detailed product descriptions, customer reviews, and ratings, enabling them to make well-informed decisions. This transparency has fostered trust in online yogurt purchases, making it a reliable option for consumers seeking the best quality and value for their money.

Price competitiveness is another driving force behind the online yogurt market's success. Online retailers often offer competitive pricing and a wide range of discounts and promotions, attracting cost-conscious consumers. This has significantly influenced purchasing decisions, as consumers look for the best deals and savings on their favorite yogurt products.

Social media and online marketing have also played a crucial role in promoting yogurt brands and products to a broader audience. Companies leverage digital marketing strategies, influencers, and user-generated content to create brand awareness and engage with their customers. These efforts have helped establish a loyal customer base and drive online sales growth.



The COVID-19 pandemic further accelerated the shift toward online shopping for yogurt in China. The public health crisis underscored the importance of contactless shopping, home delivery, and minimizing physical store visits. As a result, many consumers who were initially hesitant to buy yogurt online have embraced the convenience and safety of e-commerce platforms.

In conclusion, the China yogurt market has witnessed a significant increase in online sales due to factors such as convenience, information availability, price competitiveness, and effective marketing strategies.

### Regional Insights

The North-East region of China, comprising provinces like Heilongjiang, Jilin, and Liaoning, has established a significant presence in the Chinese yogurt market, which is a testament to the region's agricultural strength and changing consumer preferences. This region, known for its harsh climate and fertile land, has made remarkable strides in dairy production and distribution.

One of the key factors contributing to the North-East region's success in the Chinese yogurt market is its rich agricultural heritage. This area is known for its vast farmlands and abundant water resources, providing an ideal environment for dairy farming. The dairy industry has thrived, with numerous dairy farms producing high-quality milk, a crucial ingredient in yogurt production.

Moreover, the North-East region has embraced modern dairy farming practices, focusing on technology-driven efficiency and quality. Many farms in this region have adopted advanced technologies, such as automated milking systems, to increase milk production while ensuring the well-being of the animals. This commitment to quality and innovation has made the milk produced in this region highly sought after by yogurt manufacturers.

The changing dietary preferences of the Chinese population have also played a pivotal role in the North-East region's prominence in the yogurt market. With rising health consciousness and a growing awareness of the nutritional benefits of yogurt, the demand for yogurt products has surged. Yogurt is increasingly viewed as a healthy and convenient snack, and this trend has significantly boosted its consumption in China.

North-Eastern dairy companies have seized this opportunity by diversifying their product

offerings and introducing a wide range of yogurt products tailored to various tastes and preferences. These companies have also invested in marketing and branding efforts to promote their yogurt products to a wider audience.

Furthermore, the North-East region's strategic location has facilitated efficient distribution networks, allowing yogurt manufacturers to reach both local and distant markets effectively. This region serves as a crucial transportation hub, enabling the swift delivery of dairy products to major Chinese cities.

### Key Market Players

Inner Mongolia Yili Industrial Group Company Limited

China Mengniu Dairy Company Limited.

Bright Dairy & Food Co. Ltd.

Xinjiang Tianrun Dairy Company Limited.

Shijiazhuang Junlebao Dairy Co., Ltd.

Beijing Sanyuan Foods Co., Ltd.

Haocaitou Fujian Food Co., Ltd.

Huaxia Dairy Farm Ltd.

Nestle China Ltd.

Kowloon Dairy Limited

### Report Scope:

In this report, the China yogurt market has been segmented into the 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

Plastic Bottles

Tetra Packs

Others

China Yogurt Market, By Sales Channel:

Supermarkets/Hypermarkets

Convenience Stores

Online

Others

China Yogurt Market, By Region:

South-Central

South-West

East

North-East

North-West

North

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the China yogurt market.

Available Customizations:

China Yogurt Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

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

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