

# **Global Yogurt Market, By Fat Content (Regular, Low Fat, Fat Free), By Type (Flavored, Non Flavored), By Form (Conventional Yogurt, Greek Yogurt, Set Yogurt, Frozen Yogurt, Yogurt Drinks, Others), By Packaging (Plastic Bottles, Tetra Packs, Others), By Distribution Channel (Direct Selling/Wholesale and Retail Sales), By Region, Competition, Forecast & Opportunities, 2025**

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## **Abstracts**

Global yogurt market stood at around \$ 88 billion in 2019 and is projected to cross \$ 123 billion by 2025 on account of rising awareness about healthy food, increasing young population base which is health conscious and growing trend of dual household income leading to increasing disposable income and hence, aiding the sale of discretionary food items like yogurt. Additionally, availability of yogurt with high nutritional value, high protein content, etc., and other such product innovations are projected to drive global yogurt market through 2025.

In terms of types, the global yogurt market is categorized into flavored and non-flavored yogurt. Among all, flavored yogurt category was the major contributor and is predicted to maintain its leadership throughout the forecast period as well. The flavored yogurt has captured the major share in the market due to its pleasant taste and easy availability in the stores than non-flavored yogurt. Also, flavored yogurt comes in different flavors and textures which attract customers during the time of purchase owing to which the category has been witnessing significant growth and is anticipated to maintain its dominance during the forecast period as well.

Among the regions, Asia Pacific yogurt market garnered a significant portion of the global market in 2019. The growth of APAC yogurt market is majorly attributable to the huge population and rapid urbanization across APAC countries. Some of the major players operating in the global yogurt market are Danone Group, Yakult Honsha Co., Ltd., General Mills Inc., Inner Mongolia Yili Industrial Group Co., Ltd., Chobani, LLC., China Mengniu Dairy Company Limited, Unternehmensgruppe Theo M?ller GmbH & Co KG, Bright Food (Group) Co., Ltd., Groupe Lactalis, Meiji Holdings Co. Ltd., etc.

Years considered for this report:

Historical Years: 2015-2018

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2021–2025

Objective of the Study:

To analyze and forecast the market size of global yogurt market

To classify and forecast global yogurt market based on type, form, packaging, fat content, distribution channel and regional distribution

To identify drivers and challenges for global yogurt market

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in global yogurt market

To conduct pricing analysis for global yogurt market

To identify and analyze the profile of leading players involved in the global yogurt market

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of leading market players across

*Global Yogurt Market, By Fat Content (Regular, Low Fat, Fat Free), By Type (Flavored, Non Flavored), By Form (...)*

the globe. Subsequently, 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 could include the manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the service offerings, distribution channels and presence of all major manufacturers across the globe.

TechSci Research calculated the market size of global yogurt market using a bottom-up approach, wherein data for various types across various stores was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analyzing historical data of these product types and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

#### Key Target Audience:

yogurt manufacturers, suppliers, distributors and stakeholders

yogurt sellers

Potential investors

Organizations, forums and alliances related to yogurt market

Research organizations and consulting companies

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as manufacturers and partners, end users, etc. besides allowing them in strategizing investments and capitalizing on market opportunities.

#### Report Scope:

In this report, global yogurt market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

Market, by Fat Content:

Regular

Low Fat

Fat Free

Market, by Type:

Flavored

Non-Flavored

Market, by Form:

Conventional Yogurt

Greek Yogurt

Set Yogurt

Frozen Yogurt

Yogurt Drinks

Others

Market, by Packaging:

Plastic Bottles

Tetra Packs

Others

Market, by Distribution Channel:

Direct Selling/Wholesale

Retail Sales

Market, by Region:

Asia-Pacific

Europe

North America

South America

Middle East & Africa

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in global 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:

Company Information

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

Profit Margin Analysis

Profit margin analysis in case of direct and indirect sales channel.

## Contents

### 1. PRODUCT OVERVIEW

### 2. RESEARCH METHODOLOGY

### 3. EXECUTIVE SUMMARY

### 4. VOICE OF CUSTOMER

4.1. Product Awareness

4.2. Brand Awareness

4.3. Factors Influencing Purchase Decision

### 5. GLOBAL YOGURT PRODUCTION OVERVIEW

### 6. GLOBAL YOGURT MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value & Volume

6.2. Market Share & Forecast

6.2.1. By Fat Content (Regular, Low Fat and Fat Free)

6.2.2. By Type (Flavored and Non-Flavored)

6.2.3. By Form (Conventional Yogurt, Greek Yogurt, Set Yogurt, Frozen Yogurt, Yogurt Drinks and Others)

6.2.4. By Packaging (Plastic Bottles, Tetra Packs and Others)

6.2.5. By Distribution Channel (Direct Selling/Wholesale and Retail Sales)

6.2.6. By Company

6.2.7. By Region

6.3. Market Attractiveness Index

### 7. ASIA-PACIFIC YOGURT MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value & Volume

7.2. Market Share & Forecast

7.2.1. By Fat Content

7.2.2. By Type

7.2.3. By Form

- 7.2.4. By Distribution Channel
- 7.2.5. By Country
- 7.3. Market Attractiveness Index
- 7.4. Asia-Pacific: Country Analysis
  - 7.4.1. China Yogurt Market Outlook
    - 7.4.1.1. Market Size & Forecast
      - 7.4.1.1.1. By Value & Volume
    - 7.4.1.2. Market Share & Forecast
      - 7.4.1.2.1. By Type
      - 7.4.1.2.2. By Distribution Channel
  - 7.4.2. Japan Yogurt Market Outlook
    - 7.4.2.1. Market Size & Forecast
      - 7.4.2.1.1. By Value & Volume
    - 7.4.2.2. Market Share & Forecast
      - 7.4.2.2.1. By Type
      - 7.4.2.2.2. By Distribution Channel
  - 7.4.3. India Yogurt Market Outlook
    - 7.4.3.1. Market Size & Forecast
      - 7.4.3.1.1. By Value & Volume
    - 7.4.3.2. Market Share & Forecast
      - 7.4.3.2.1. By Type
      - 7.4.3.2.2. By Distribution Channel
  - 7.4.4. Australia Yogurt Market Outlook
    - 7.4.4.1. Market Size & Forecast
      - 7.4.4.1.1. By Value & Volume
    - 7.4.4.2. Market Share & Forecast
      - 7.4.4.2.1. By Type
      - 7.4.4.2.2. By Distribution Channel

## **8. EUROPE YOGURT MARKET OUTLOOK**

- 8.1. Market Size & Forecast
  - 8.1.1. By Value & Volume
- 8.2. Market Share & Forecast
  - 8.2.1. By Fat Content
  - 8.2.2. By Type
  - 8.2.3. By Form
  - 8.2.4. By Distribution Channel
  - 8.2.5. By Country

- 8.3. Market Attractiveness Index
- 8.4. Europe: Country Analysis
  - 8.4.1. Germany Yogurt Market Outlook
    - 8.4.1.1. Market Size & Forecast
      - 8.4.1.1.1. By Value & Volume
    - 8.4.1.2. Market Share & Forecast
      - 8.4.1.2.1. By Type
      - 8.4.1.2.2. By Distribution Channel
  - 8.4.2. France Yogurt Market Outlook
    - 8.4.2.1. Market Size & Forecast
      - 8.4.2.1.1. By Value & Volume
    - 8.4.2.2. Market Share & Forecast
      - 8.4.2.2.1. By Type
      - 8.4.2.2.2. By Distribution Channel
  - 8.4.3. United Kingdom Yogurt Market Outlook
    - 8.4.3.1. Market Size & Forecast
      - 8.4.3.1.1. By Value & Volume
    - 8.4.3.2. Market Share & Forecast
      - 8.4.3.2.1. By Type
      - 8.4.3.2.2. By Distribution Channel
  - 8.4.4. Italy Yogurt Market Outlook
    - 8.4.4.1. Market Size & Forecast
      - 8.4.4.1.1. By Value & Volume
    - 8.4.4.2. Market Share & Forecast
      - 8.4.4.2.1. By Type
      - 8.4.4.2.2. By Distribution Channel
  - 8.4.5. Russia Yogurt Market Outlook
    - 8.4.5.1. Market Size & Forecast
      - 8.4.5.1.1. By Value & Volume
    - 8.4.5.2. Market Share & Forecast
      - 8.4.5.2.1. By Type
      - 8.4.5.2.2. By Distribution Channel
  - 8.4.6. Netherlands Yogurt Market Outlook
    - 8.4.6.1. Market Size & Forecast
      - 8.4.6.1.1. By Value & Volume
    - 8.4.6.2. Market Share & Forecast
      - 8.4.6.2.1. By Type
      - 8.4.6.2.2. By Distribution Channel
  - 8.4.7. Poland Yogurt Market Outlook



- 8.4.7.1. Market Size & Forecast
  - 8.4.7.1.1. By Value & Volume
- 8.4.7.2. Market Share & Forecast
  - 8.4.7.2.1. By Type
  - 8.4.7.2.2. By Distribution Channel
- 8.4.8. Austria Yogurt Market Outlook
  - 8.4.8.1. Market Size & Forecast
    - 8.4.8.1.1. By Value & Volume
  - 8.4.8.2. Market Share & Forecast
    - 8.4.8.2.1. By Type
    - 8.4.8.2.2. By Distribution Channel
- 8.4.9. Romania Yogurt Market Outlook
  - 8.4.9.1. Market Size & Forecast
    - 8.4.9.1.1. By Value & Volume
  - 8.4.9.2. Market Share & Forecast
    - 8.4.9.2.1. By Type
    - 8.4.9.2.2. By Distribution Channel

## **9. NORTH AMERICA YOGURT MARKET OUTLOOK**

- 9.1. Market Size & Forecast
  - 9.1.1. By Value & Volume
- 9.2. Market Share & Forecast
  - 9.2.1. By Fat Content
  - 9.2.2. By Type
  - 9.2.3. By Form
  - 9.2.4. By Distribution Channel
  - 9.2.5. By Country
- 9.3. Market Attractiveness Index
- 9.4. North America: Country Analysis
  - 9.4.1. United States Yogurt Market Outlook
    - 9.4.1.1. Market Size & Forecast
      - 9.4.1.1.1. By Value & Volume
    - 9.4.1.2. Market Share & Forecast
      - 9.4.1.2.1. By Type
      - 9.4.1.2.2. By Distribution Channel
  - 9.4.2. Mexico Yogurt Market Outlook
    - 9.4.2.1. Market Size & Forecast
      - 9.4.2.1.1. By Value & Volume

- 9.4.2.2. Market Share & Forecast
  - 9.4.2.2.1. By Type
  - 9.4.2.2.2. By Distribution Channel
- 9.4.3. Canada Yogurt Market Outlook
  - 9.4.3.1. Market Size & Forecast
    - 9.4.3.1.1. By Value & Volume
  - 9.4.3.2. Market Share & Forecast
    - 9.4.3.2.1. By Type
    - 9.4.3.2.2. By Distribution Channel

## **10. SOUTH AMERICA YOGURT MARKET OUTLOOK**

- 10.1. Market Size & Forecast
  - 10.1.1. By Value & Volume
- 10.2. Market Share & Forecast
  - 10.2.1. By Fat Content
  - 10.2.2. By Type
  - 10.2.3. By Form
  - 10.2.4. By Distribution Channel
  - 10.2.5. By Country
- 10.3. Market Attractiveness Index
- 10.4. South America: Country Analysis
  - 10.4.1. Brazil Yogurt Market Outlook
    - 10.4.1.1. Market Size & Forecast
      - 10.4.1.1.1. By Value & Volume
    - 10.4.1.2. Market Share & Forecast
      - 10.4.1.2.1. By Type
      - 10.4.1.2.2. By Distribution Channel
  - 10.4.2. Argentina Yogurt Market Outlook
    - 10.4.2.1. Market Size & Forecast
      - 10.4.2.1.1. By Value & Volume
    - 10.4.2.2. Market Share & Forecast
      - 10.4.2.2.1. By Type
      - 10.4.2.2.2. By Distribution Channel
  - 10.4.3. Colombia Yogurt Market Outlook
    - 10.4.3.1. Market Size & Forecast
      - 10.4.3.1.1. By Value & Volume
    - 10.4.3.2. Market Share & Forecast
      - 10.4.3.2.1. By Type

10.4.3.2.2. By Distribution Channel

## **11. MIDDLE EAST & AFRICA YOGURT MARKET OUTLOOK**

11.1. Market Size & Forecast

11.1.1. By Value & Volume

11.2. Market Share & Forecast

11.2.1. By Fat Content

11.2.2. By Type

11.2.3. By Form

11.2.4. By Distribution Channel

11.2.5. By Country

11.3. Market Attractiveness Index

11.4. Middle East & Africa: Country Analysis

11.4.1. South Africa Yogurt Market Outlook

11.4.1.1. Market Size & Forecast

11.4.1.1.1. By Value & Volume

11.4.1.2. Market Share & Forecast

11.4.1.2.1. By Type

11.4.1.2.2. By Distribution Channel

11.4.2. Saudi Arabia Yogurt Market Outlook

11.4.2.1. Market Size & Forecast

11.4.2.1.1. By Value & Volume

11.4.2.2. Market Share & Forecast

11.4.2.2.1. By Type

11.4.2.2.2. By Distribution Channel

11.4.3. UAE Yogurt Market Outlook

11.4.3.1. Market Size & Forecast

11.4.3.1.1. By Value & Volume

11.4.3.2. Market Share & Forecast

11.4.3.2.1. By Type

11.4.3.2.2. By Distribution Channel

11.4.4. Qatar Yogurt Market Outlook

11.4.4.1. Market Size & Forecast

11.4.4.1.1. By Value & Volume

11.4.4.2. Market Share & Forecast

11.4.4.2.1. By Type

11.4.4.2.2. By Distribution Channel

## **12. MARKET DYNAMICS**

- 12.1. Drivers
- 12.2. Challenges

## **13. MARKET TRENDS & DEVELOPMENTS**

## **14. COMPETITIVE LANDSCAPE**

- 14.1. Company Profiles
  - 14.1.1. Danone Group
  - 14.1.2. Yakult Honsha Co., Ltd.
  - 14.1.3. General Mills Inc.
  - 14.1.4. Inner Mongolia Yili Industrial Group Co., Ltd.
  - 14.1.5. Chobani, LLC.
  - 14.1.6. China Mengniu Dairy Company Limited
  - 14.1.7. Unternehmensgruppe Theo M?ller GmbH & Co KG
  - 14.1.8. Bright Food (Group) Co., Ltd.
  - 14.1.9. Groupe Lactalis
  - 14.1.10. Meiji Holdings Co., Ltd.

## **15. STRATEGIC RECOMMENDATIONS**

(Note: The companies list can be customized based on the client requirements.)

## List Of Figures

### LIST OF FIGURES

- Figure 1: Global Yogurt Market Size, By Value (USD Billion), 2015-2025F
- Figure 2: Global Yogurt Market Share, By Type, 2015-2025F
- Figure 3: Global Yogurt Market Share, By Form, 2015-2025F
- Figure 4: Global Yogurt Market Share, By Distribution Channel, 2015-2025F
- Figure 5: Global Yogurt Market Share, By Fat Content, 2015-2025F
- Figure 6: Global Yogurt Market Share, By Packaging, 2015-2025F
- Figure 7: Global Yogurt Market Share, By Region, 2015-2025F
- Figure 8: Global Yogurt Market Share, By Company, 2019
- Figure 9: Global Yogurt Market Attractiveness Index, By Type, By Value, 2012E-2025F
- Figure 10: Global Yogurt Market Attractiveness Index, By Region, By Value, 2020E-2025F
- Figure 11: Asia-Pacific Yogurt Market Size, By Value (USD Billion), 2015-2025F
- Figure 12: Asia-Pacific Yogurt Market Share, By Type, 2015-2025F
- Figure 13: Asia-Pacific Yogurt Market Share, By Distribution Channel, 2015-2025F
- Figure 14: Asia-Pacific Yogurt Market Share, By Country, 2015-2025F
- Figure 15: Asia-Pacific Yogurt Market Share, By Fat Content, 2015-2025F
- Figure 16: Asia-Pacific Yogurt Market Share, By Form, 2015-2025F
- Figure 17: China Yogurt Market Size, By Value (USD Billion), 2015-2025F
- Figure 18: China Yogurt Market Share, By Type, 2015-2025F
- Figure 19: China Yogurt Market Share, By Distribution Channel, 2015-2025F
- Figure 20: Japan Yogurt Market Size, By Value (USD Billion), 2015-2025F
- Figure 21: Japan Yogurt Market Share, By Type, 2015-2025F
- Figure 22: Japan Yogurt Market Share, By Distribution Channel, 2015-2025F
- Figure 23: Australia Yogurt Market Size, By Value (USD Billion), 2015-2025F
- Figure 24: Australia Yogurt Market Share, By Type, 2015-2025F
- Figure 25: Australia Yogurt Market Share, By Distribution Channel, 2015-2025F
- Figure 26: India Yogurt Market Size, By Value (USD Billion), 2015-2025F
- Figure 27: India Yogurt Market Share, By Type, 2015-2025F
- Figure 28: India Yogurt Market Share, By Distribution Channel, 2015-2025F
- Figure 29: North America Yogurt Market Size, By Value (USD Billion), 2015-2025F
- Figure 30: North America Yogurt Market Share, By Type, 2015-2025F
- Figure 31: North America Yogurt Market Share, By Distribution Channel, 2015-2025F
- Figure 32: North America Yogurt Market Share, By Fat Content, 2015-2025F
- Figure 33: North America Yogurt Market Share, By Form, 2015-2025F

- Figure 34: North America Yogurt Market Share, By Country, 2015-2025F
- Figure 35: United States Yogurt Market Size, By Value (USD Billion), 2015-2025F
- Figure 36: United States Yogurt Market Share, By Type, 2015-2025F
- Figure 37: United States Yogurt Market Share, By Distribution Channel, 2015-2025F
- Figure 38: Canada Yogurt Market Size, By Value (USD Billion), 2015-2025F
- Figure 39: Canada Yogurt Market Share, By Type, 2015-2025F
- Figure 40: Canada Yogurt Market Share, By Distribution Channel, 2015-2025F
- Figure 41: Mexico Yogurt Market Size, By Value (USD Billion), 2015-2025F
- Figure 42: Mexico Yogurt Market Share, By Type, 2015-2025F
- Figure 43: Mexico Yogurt Market Share, By Distribution Channel, 2015-2025F
- Figure 44: Europe Yogurt Market Size, By Value (USD Billion), 2015-2025F
- Figure 45: Europe Yogurt Market Share, By Type, 2015-2025F
- Figure 46: Europe Yogurt Market Share, By Distribution Channel, 2015-2025F
- Figure 47: Europe Yogurt Market Share, By Country, 2015-2025F
- Figure 48: Europe Yogurt Market Share, By Fat Content, 2015-2025F
- Figure 49: Europe Yogurt Market Share, By Form, 2015-2025F
- Figure 50: United Kingdom Yogurt Market Size, By Value (USD Billion), 2015-2025F
- Figure 51: United Kingdom Yogurt Market Share, By Type, 2015-2025F
- Figure 52: United Kingdom Yogurt Market Share, By Distribution Channel, 2015-2025F
- Figure 53: Germany Yogurt Market Size, By Value (USD Billion), 2015-2025F
- Figure 54: Germany Yogurt Market Share, By Type, 2015-2025F
- Figure 55: Germany Yogurt Market Share, By Distribution Channel, 2015-2025F
- Figure 56: Russia Yogurt Market Size, By Value (USD Billion), 2015-2025F
- Figure 57: Russia Yogurt Market Share, By Type, 2015-2025F
- Figure 58: Russia Yogurt Market Share, By Distribution Channel, 2015-2025F
- Figure 59: France Yogurt Market Size, By Value (USD Billion), 2015-2025F
- Figure 60: France Yogurt Market Share, By Type, 2015-2025F
- Figure 61: France Yogurt Market Share, By Distribution Channel, 2015-2025F
- Figure 62: Italy Yogurt Market Size, By Value (USD Billion), 2015-2025F
- Figure 63: Italy Yogurt Market Share, By Type, 2015-2025F
- Figure 64: Italy Yogurt Market Share, By Distribution Channel, 2015-2025F
- Figure 65: Netherlands Yogurt Market Size, By Value (USD Billion), 2015-2025F
- Figure 66: Netherlands Yogurt Market Share, By Type, 2015-2025F
- Figure 67: Netherlands Yogurt Market Share, By Distribution Channel, 2015-2025F
- Figure 68: South America Yogurt Market Size, By Value (USD Billion), 2015-2025F
- Figure 69: South America Yogurt Market Share, By Type, 2015-2025F
- Figure 70: South America Yogurt Market Share, By Distribution Channel, 2015-2025F
- Figure 71: South America Yogurt Market Share, By Fat Content, 2015-2025F
- Figure 72: South America Yogurt Market Share, By Form, 2015-2025F

- Figure 73: South America Yogurt Market Share, By Country, 2015-2025F  
Figure 74: Brazil Yogurt Market Size, By Value (USD Billion), 2015-2025F  
Figure 75: Brazil Yogurt Market Share, By Type, 2015-2025F  
Figure 76: Brazil Yogurt Market Share, By Distribution Channel, 2015-2025F  
Figure 77: Argentina Yogurt Market Size, By Value (USD Billion), 2015-2025F  
Figure 78: Argentina Yogurt Market Share, By Type, 2015-2025F  
Figure 79: Argentina Yogurt Market Share, By Distribution Channel, 2015-2025F  
Figure 80: Colombia Yogurt Market Size, By Value (USD Billion), 2015-2025F  
Figure 81: Colombia Yogurt Market Share, By Type, 2015-2025F  
Figure 82: Colombia Yogurt Market Share, By Distribution Channel, 2015-2025F  
Figure 83: Middle East and Africa Yogurt Market Size, By Value (USD Billion), 2015-2025F  
Figure 84: Middle East and Africa Yogurt Market Share, By Type, 2015-2025F  
Figure 85: Middle East and Africa Yogurt Market Share, By Distribution Channel, 2015-2025F  
Figure 86: Middle East and Africa Yogurt Market Share, By Fat Content, 2015-2025F  
Figure 87: Middle East and Africa Yogurt Market Share, By Form, 2015-2025F  
Figure 88: Middle East and Africa Yogurt Market Share, By Country, 2015-2025F  
Figure 89: South Africa Yogurt Market Size, By Value (USD Billion), 2015-2025F  
Figure 90: South Africa Yogurt Market Share, By Type, 2015-2025F  
Figure 91: South Africa Yogurt Market Share, By Distribution Channel, 2015-2025F  
Figure 92: Saudi Arabia Yogurt Market Size, By Value (USD Billion), 2015-2025F  
Figure 93: Saudi Arabia Yogurt Market Share, By Type, 2015-2025F  
Figure 94: Saudi Arabia Yogurt Market Share, By Distribution Channel, 2015-2025F  
Figure 95: United Arab Emirates Yogurt Market Size, By Value (USD Billion), 2015-2025F  
Figure 96: United Arab Emirates Yogurt Market Share, By Type, 2015-2025F  
Figure 97: United Arab Emirates Yogurt Market Size, By Value (USD Billion), 2015-2025F  
Figure 98: Qatar Yogurt Market Share, By Type, 2015-2025F  
Figure 99: Qatar Yogurt Market Share, By Distribution Channel, 2015-2025F  
Figure 100: Qatar Yogurt Market Share, By Distribution Channel, 2015-2025F

## COMPANIES MENTIONED

1. Danone Group
2. Yakult Honsha Co., Ltd.
3. General Mills Inc.
4. Inner Mongolia Yili Industrial Group Co., Ltd.

5. Chobani, LLC.
6. China Mengniu Dairy Company Limited
7. Unternehmensgruppe Theo M?ller GmbH & Co KG
8. Bright Food (Group) Co., Ltd.
9. Groupe Lactalis
10. Meiji Holdings Co., Ltd.



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