

# Yoghurt and Sour Milk Products in China

September 2023

Table of Contents

### 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 - Industry Overview

### 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

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research

spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/yoghurt-and-sour-milk-products-in-china/report](http://www.euromonitor.com/yoghurt-and-sour-milk-products-in-china/report).