

Yoghurt and Sour Milk Products in Japan

September 2023

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Yoghurt and Sour Milk Products in Japan - Category analysis

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2023 DEVELOPMENTS

Continued retail volume decline due to unit price increases and competition with other healthy foods

Yoghurt with a high protein content performs well

Yakult and Meiji maintain their leading positions in yoghurt

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Innovation in health oriented products will be necessary to compete with other healthy foods and drinks

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