New Dairy Frontiers in Asia Pacific

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NAVIGATING HEADWINDS: KEY CONSIDERATIONS

Dairy experienced volatile sales, mainly due to the Chinese market, only stabilising in 2023
Price rises, which are limiting demand, signal the need to re-strategise for longevity
As growth in developed markets slow (or decline), dairy players look to new frontiers
In sluggish markets, manufacturers derive value growth from consumers’ ability to spend
Given the challenging retail market, foodservice partnerships are not to be ignored

RIDING THE TAILWINDS: GROWTH STRATEGIES

Asia Pacific’s retail value sales gains are set to double over 2023-2028
Increase consumption of dairy products through accessibility and experience
Expansion of ice cream brands into new markets intensifies competition
Yili’s wide portfolio leverages polarising price tiers and gains presence beyond China
Aice regularly innovated and improved accessibility in emerging markets
Recap: Three strategies earning Joyday and Aice greater brand recognition in Indonesia
Yoghurt has massive potential, with highly localised versions making the initial push
Essential to create strategies in anticipation of challenging economic conditions
In Indonesia, leading brands target urban areas, offering convenient, flavourful nutrition
Brands find ways to position nutrition and health attributes in more relatable ways
An assortment of flavours and textures provides an enriching experience to draw interest
Recap: Three strategies driving the consumption of yoghurt in Asia Pacific
Concept stores in foodservice capitalise on delivery developments and tap on on-the-go
Bakeries elevate the consumer experience with butter, cream and cheese
Flavour trends through foodservice trigger retail demand and innovation as well
Rise of quick-service restaurants with simpler menus creates growth opportunities
Foodservice opens new consumption occasions for dairy brands to leverage through retail
Local applications of dairy ingredients in diverse Asian markets require unique traits
Recap: Leveraging specialist foodservice for out-of-home occasions and retail innovation

KEY TAKEAWAYS

Dairy forecast to see stronger growth over the forecast period
Roadmap to increase consumption of dairy (beyond drinking milk) in Asia Pacific
Key considerations when venturing new markets

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