

Yoghurt and Sour Milk Products in Hong Kong, China

September 2022

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Yoghurt and Sour Milk Products in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Greek yoghurt and Greek-style yoghurt dominate shelves
Stronger emphasis on probiotic yoghurt as gut health comes to fore during pandemic
Wider variety of drinking yoghurt to buffer sales loss

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Yoghurt likely to maintain growth due to various perceived health benefits
Clean labels and clean-looking packaging attract health-conscious consumers

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