

# Yoghurt and Sour Milk Products in Singapore

September 2022

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## Yoghurt and Sour Milk Products in Singapore - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Plain yoghurt continues to lead value growth from low consumption base  
Nutri-Grade system by government to drive reformulation and nutrient transparency in drinking yoghurt

#### PROSPECTS AND OPPORTUNITIES

Competitive landscape of drinking yoghurt to remain stable despite new entrants  
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