

Yoghurt and Sour Milk Products in Hong Kong, China

Market Direction | 2022-09-08 | 21 pages | Euromonitor

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Report description:

With local consumers increasingly pursuing healthy and natural food, Greek yoghurt and Greek-style yoghurt have taken over the shelf space of many supermarkets and convenience stores. Generally, Greek yoghurt is perceived as being extremely low in fat. Some players even provide a fat-free variation. Many consumers incorporated Greek yoghurt as part of their breakfast or afternoon snacks during home seclusion due to ease of preparation. Many yoghurt players have responded to the increasing demand...

Euromonitor International's Yoghurt and Sour Milk Products in Hong Kong, China report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <[Year]> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Sour Milk Products, Yoghurt.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Yoghurt and Sour Milk Products market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Table of Contents:

Yoghurt and Sour Milk Products in Hong Kong, China
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List Of Contents And Tables

YOGHURT AND SOUR MILK PRODUCTS IN HONG KONG, CHINA

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

PROSPECTS AND OPPORTUNITIES

Yoghurt likely to maintain growth due to various perceived health benefits

Clean labels and clean-looking packaging attract health-conscious consumers

CATEGORY DATA

Table 1 Sales of Yoghurt and Sour Milk Products by Category: Volume 2017-2022

Table 2 Sales of Yoghurt and Sour Milk Products by Category: Value 2017-2022

Table 3 Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2017-2022

Table 4 Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2017-2022

Table 5 Sales of Flavoured Yoghurt by Flavour: Rankings 2017-2022

Table 6 NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2018-2022

Table 7 LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2019-2022

Table 8 Distribution of Yoghurt and Sour Milk Products by Format: % Value 2017-2022

Table 9 Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2022-2027

Table 10 □Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2022-2027

Table 11 □Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2022-2027

Table 12 □Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2022-2027

CHART 1 Dairy Products and Alternatives Value Sales Growth Scenarios: 2020-2027

CHART 2 Dairy Products and Alternatives Impact of Drivers on Value Sales: 2020-2027

DAIRY PRODUCTS AND ALTERNATIVES IN HONG KONG, CHINA

EXECUTIVE SUMMARY

Dairy products and alternatives in 2022: The big picture

Key trends in 2022

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 13 Sales of Dairy Products and Alternatives by Category: Value 2017-2022

Table 14 Sales of Dairy Products and Alternatives by Category: % Value Growth 2017-2022

Table 15 NBO Company Shares of Dairy Products and Alternatives: % Value 2018-2022

Table 16 LBN Brand Shares of Dairy Products and Alternatives: % Value 2019-2022

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Table 17 Penetration of Private Label by Category: % Value 2017-2022

Table 18 Distribution of Dairy Products and Alternatives by Format: % Value 2017-2022

Table 19 Forecast Sales of Dairy Products and Alternatives by Category: Value 2022-2027

Table 20 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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