

## **Yoghurt and Sour Milk Products in Japan**

Market Direction | 2022-09-13 | 20 pages | Euromonitor

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### **Report description:**

In 2020, yoghurt in Japan successfully reversed the downwards trend seen since 2017, driven by the preventative health trend, especially immune health, stemming from the COVID-19 pandemic. However, it reverted to the pre-COVID-19 trend of decline in both retail volume and current value terms in 2021, and this is set to continue in 2022. Even before the pandemic, it had been suffering from declining demand due to facing fierce competition from other packaged food or drinks with a health positioni...

Euromonitor International's Yoghurt and Sour Milk Products in Japan 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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Euromonitor International  
September 2022

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