

Yoghurt and Sour Milk Products in Malaysia

Market Direction | 2022-09-08 | 19 pages | Euromonitor

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Report description:

Mamee-Double Decker (M) Bhd has suffered significant drop in sales in 2022 as the company exited drinking yoghurt, with only limited stock leftover as the company experienced a decline in sales in 2020 and 2021. The company faced intense competition with strong brands (eg Vitagen, Lactel and Yakult) in drinking yoghurt that are able to dominate retailers' shelf space, which forced the company to pull its Nutrigen brand out of the category.

Euromonitor International's Yoghurt and Sour Milk Products in Malaysia 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International

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