

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

Market Direction | 2022-09-14 | 21 pages | Euromonitor

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### **Report description:**

Demand for yoghurt in Taiwan is predicted to continue to grow in 2022, driven by the dominant format of drinking yoghurt, due to the home seclusion trend as a result of the pandemic. With remote working and home-schooling measures in place due to rising case numbers, smaller sized drinking yoghurt for consumption on-the-go is being negatively impacted by reduced impulse and on-the-go consumption occasions, while larger sized formats of drinking yoghurt for consumption at home have seen an increa...

Euromonitor International's Yoghurt and Sour Milk Products in Taiwan 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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Lack of on-the-go consumption occasions negatively impacts demand for drinking yoghurt, while plain format continues to benefit from healthy perception

Competition from home-made yoghurt

Consumers continue to switch towards premium options of plain yoghurt

##### PROSPECTS AND OPPORTUNITIES

Stagnating demand for yoghurt could benefit smaller brands offering differentiation

Yoghurt with functional benefits potential area for growth

E-commerce and subscription services, driven by younger urban consumers, will help drive sales and awareness of niche premium options

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