

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

Market Direction | 2024-08-21 | 20 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

### **Report description:**

As more consumers return to convenience stores, the demand for bulk purchases at supermarkets and hypermarkets has dropped, with consumers returning to buying yoghurt in smaller packaging. This trend is impacting demand for drinking yoghurt in particular. As some consumers return to shopping in convenience stores, drinking yoghurt is encountering cross-category competition from flavoured milk drinks, fresh milk, and plant-based milk products with similar health benefits. Nonetheless, in contrast...

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 2019-2023, 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 2028, 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

reliable information resources to help drive informed strategic planning.

**Table of Contents:**

Yoghurt and Sour Milk Products in Taiwan  
Euromonitor International  
August 2024

List Of Contents And Tables

**YOGHURT AND SOUR MILK PRODUCTS IN TAIWAN**

**KEY DATA FINDINGS**

**2024 DEVELOPMENTS**

Plain yoghurt turning into an everyday dairy product as consumers switch back to smaller pack sizes  
Flavoured yoghurt continues to gain momentum in 2024 with new brands, new products and larger pack sizes  
Uni-President invests in new product development as it aims to fend off the competition

**PROSPECTS AND OPPORTUNITIES**

Yoghurt manufacturers may need to add value to remain relevant with tariff-free milk from New Zealand set to pour into the country  
High protein yoghurt seen to be an area that is ripe for development  
Drinking yoghurt facing a period of transformation as players look to add value to the category

**CATEGORY DATA**

- Table 1 Sales of Yoghurt and Sour Milk Products by Category: Volume 2019-2024
- Table 2 Sales of Yoghurt and Sour Milk Products by Category: Value 2019-2024
- Table 3 Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2019-2024
- Table 4 Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2019-2024
- Table 5 Sales of Flavoured Yoghurt by Flavour: Rankings 2019-2024
- Table 6 NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2020-2024
- Table 7 LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2021-2024
- Table 8 Distribution of Yoghurt and Sour Milk Products by Format: % Value 2019-2024
- Table 9 Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2024-2029
- Table 10 □Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2024-2029
- Table 11 □Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2024-2029
- Table 12 □Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2024-2029

**DAIRY PRODUCTS AND ALTERNATIVES IN TAIWAN**

**EXECUTIVE SUMMARY**

Dairy products and alternatives in 2024: The big picture  
Key trends in 2024  
Competitive Landscape  
Channel developments  
What next for dairy products and alternatives?

**MARKET DATA**

- Table 13 Sales of Dairy Products and Alternatives by Category: Value 2019-2024
- Table 14 Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024
- Table 15 NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024
- Table 16 LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024
- Table 17 Penetration of Private Label by Category: % Value 2019-2024

Table 18 Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024

Table 19 Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029

Table 20 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

## Yoghurt and Sour Milk Products in Taiwan

Market Direction | 2024-08-21 | 20 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-05"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com