

Yoghurt and Sour Milk Products in the Philippines

Market Direction | 2024-08-28 | 19 pages | Euromonitor

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Report description:

In the Philippines, retail current value sales of yoghurt are dominated by drinking yoghurt, a category in which there is intense competition between brands, which drives innovation. In comparison, spoonable yoghurt categories remain comparatively niche, partly due to limited availability, and the high level of consolidation for the leading company Nestle SA. As such, the retail volume growth rates of plain yoghurt and flavoured yoghurt are expected to lag behind that of drinking yoghurt in 2024...

Euromonitor International's Yoghurt and Sour Milk Products in Philippines 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.

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reliable information resources to help drive informed strategic planning.

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YOGHURT AND SOUR MILK PRODUCTS IN THE PHILIPPINES

KEY DATA FINDINGS

2024 DEVELOPMENTS

Yoghurt registers robust retail volume and current value growth in 2024, driven by drinking yoghurt
Growing competition within drinking yoghurt, as new brands enter over the review period
Despite stagnating retail volume growth of spoonable yoghurt in 2024, fresh yoghurt sold by foodservice outlets may increase awareness of related products

PROSPECTS AND OPPORTUNITIES

Positive prospects anticipated for all yoghurt categories over the forecast period
Players may turn to fortification or reduction of negative nutrients to differentiate their products from those of competitors
While modern grocery retail will remain the key distribution channel for yoghurt, retail e-commerce is expected to gradually grow in prominence

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