



# Yoghurt and Sour Milk Products in the Philippines

August 2024

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## Yoghurt and Sour Milk Products in the Philippines - Category analysis

### 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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