



Yoghurt and Sour Milk Products in Taiwan

August 2024

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Yoghurt and Sour Milk Products in Taiwan - Category analysis

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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

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