



Yoghurt and Sour Milk Products in New Zealand

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Price inflation drives growth for yoghurt and sour milk products during 2025
Goodman Fielder New Zealand leads, followed by Fonterra Brands NZ
Limited movement in distribution as consumers have a strong preference for offline retailing

PROSPECTS AND OPPORTUNITIES

Yoghurt and sour milk products are expected to record price-driven growth
Health and wellness claims are expected to help drive the performance of yoghurt
Potential growth opportunities for drinking yoghurt as a convenient alternative

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DISCLAIMER

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