



New Dairy Frontiers in Asia Pacific

January 2024

Table of Contents

INTRODUCTION

Scope

Key findings

NAVIGATING HEADWINDS: KEY CONSIDERATIONS

Dairy experienced volatile sales, mainly due to the Chinese market, only stabilising in 2023

Price rises, which are limiting demand, signal the need to re-strategise for longevity

As growth in developed markets slow (or decline), dairy players look to new frontiers

In sluggish markets, manufacturers derive value growth from consumers' ability to spend

Given the challenging retail market, foodservice partnerships are not to be ignored

RIDING THE TAILWINDS: GROWTH STRATEGIES

Asia Pacific's retail value sales gains are set to double over 2023-2028

Increase consumption of dairy products through accessibility and experience

Expansion of ice cream brands into new markets intensifies competition

Yili's wide portfolio leverages polarising price tiers and gains presence beyond China

Aice regularly innovated and improved accessibility in emerging markets

Recap: Three strategies earning Joyday and Aice greater brand recognition in Indonesia

Yoghurt has massive potential, with highly localised versions making the initial push

Essential to create strategies in anticipation of challenging economic conditions

In Indonesia, leading brands target urban areas, offering convenient, flavourful nutrition

Brands find ways to position nutrition and health attributes in more relatable ways

An assortment of flavours and textures provides an enriching experience to draw interest

Recap: Three strategies driving the consumption of yoghurt in Asia Pacific

Concept stores in foodservice capitalise on delivery developments and tap on on-the-go

Bakeries elevate the consumer experience with butter, cream and cheese

Flavour trends through foodservice trigger retail demand and innovation as well

Rise of quick-service restaurants with simpler menus creates growth opportunities

Foodservice opens new consumption occasions for dairy brands to leverage through retail

Local applications of dairy ingredients in diverse Asian markets require unique traits

Recap: Leveraging specialist foodservice for out-of-home occasions and retail innovation

KEY TAKEAWAYS

Dairy forecast to see stronger growth over the forecast period

Roadmap to increase consumption of dairy (beyond drinking milk) in Asia Pacific

Key considerations when venturing new markets

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/new-dairy-frontiers-in-asia-pacific/report.