

Market Intelligence Digest

Volume 1 Issue No. 18 | September 2019



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What's Trending in Chinese Milk and Yogurt (Part 2)

Key innovation trends impacting China's dairy and yogurt markets

✓ Flavor and texture innovation *New combinations, new textures and new tastes*

As with other packaged foods, flavor innovation is expected to continue as brands create new tastes or add familiar ingredients to create new combinations.

Using different ingredients for different textures is another area that brands can look into to help products stand out from the usual creamy and smooth.

A wave of brown yogurt has hit the market recently, though it remains to be seen whether it'll last long enough to establish itself as a sub-category.

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Familiar new tastes



Double fermented: yogurt + wine

[You Chun Shanghai Style's Gui Hua Jiu Niang Suan Nai \(Osmanthus Rice Wine Brewed Yogurt\)](#) offers an interesting twist with the addition of rice wine to the yogurt.



Familiar Chinese flavors

[Auscow's Hong Zao Gou Qi Niu Nai Yin Pin \(Jujube and Wolfberry Flavored Milk\)](#) includes familiar Chinese ingredients with known benefits, eg. wolfberries are believed to be good for the eyes.

Beyond the usual creamy and smooth



Yogurt mousse

[Wei Gang Zheng Gu Zhuan Jia's Gu Wu Zu He Feng Wei Fa Jiao Ru \(Cereal Flavored Yogurt\)](#) comes with a pack of cereal to mix into the yogurt that is described as having a "mousse texture".

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✓ The next generation of milk and yogurt *Milk and yogurt 2.0*

Slow fermented yogurt is becoming more common and is an example of how brands can differentiate based on an aspect of the preparation process if it can be shown that the result is a superior product that benefits consumers.

It may soon no longer be enough to just have beneficial bacteria cultures. The pedigree and provenance of that culture or other active ingredients can be used to give products the one-up against others.

In addition, brands have started looking at more beneficial ingredients that their milk and yogurt products can come include. This ranges from additional vitamins A and D to help with calcium absorption to antibodies like immunoglobulin G.

Slowing down for better results



Slow cooking technique

Wei Chuan/Wei Chuan's [Kao Suan Nai \(Roasted Yogurt\)](#) is processed with a slow cooking technique to provide a natural roasted aroma.

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Not all Lactobacillus are equal



Supplemented with isomalto-oligosaccharide YH Selection Super Foodie's [Ru Suan Jun Yin Pin \(Lactobacillus Beverage\)](#) is fermented with selected *Lactobacillus* and contains added isomalto-oligosaccharide to reduce the burden on the digestion system.

More than protein and calcium



Chromium to regulate blood sugar Alpha/Aerfa's [Fu Ge Nai Fen \(Milk Powder with Rich Chromium\)](#) is said to be made using whole milk powder, zinc lactate and chromium nicotinate, and is designed to regulate blood sugar level.

✓ Sustainable products and packaging *Keeping it wholesome*

The sustainable packaging claim has picked up in a big way among China's milk and yogurt products: Mintel's GNPD has identified it as the top claim in 2018 ([~15%](#)). While it may not be the tipping point for purchase, it may not be long before it is considered a hygienic factor.

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There has also been an uptick in sustainable habitat/resources claims (~14% in 2018, making it the second most common claim), and this is may be part of consumers wanting to learn more about provenance and production of the products they are consuming.

Another important aspect of offering wholesome products is keeping products as close to natural and fresh as possible by being free from additives and preservatives (~10% of claims in 2018). This can include colorings, flavorings, thickeners and preservatives.

Rise of eco-friendly packaging



Certified green

Mengniu/Mönmilk Milk's [Deluxe You Ji Chun Niu Nai \(Organic Pure Milk\)](#) is said to come from organic dairy farms and is certified by FSC, EU Green Leaf and China Organic.



Use less packaging

Terun's [Xiang Jiao Niu Nai \(Banana Milk\)](#) comes in an environmentally friendly package that uses less packaging.

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Milk from greener pastures



Well-cared-for cows

Mengniu/Mönmilk's [Selected Meadow Gao Gai Niu Nai \(High Calcium Milk\)](#) claims to come from cows that are well taken care of and fed with natural ground water, which is full of trace elements.

Nothing bad added



No colouring or preservatives

Hao + 1/Haojiayi's [Mang Guo Wei Ru Suan Jun Yin Pin \(Mango Flavoured Drinking Yoghurt\)](#) is free from colorings and preservatives, and contains 30 billion probiotics per 100g serving.



No thickener or colourings

Deyi's [Xi La Suan Nai \(Greek Yogurt\)](#) contains 5.0g protein per 100g serving, and is free from thickener and colorings.