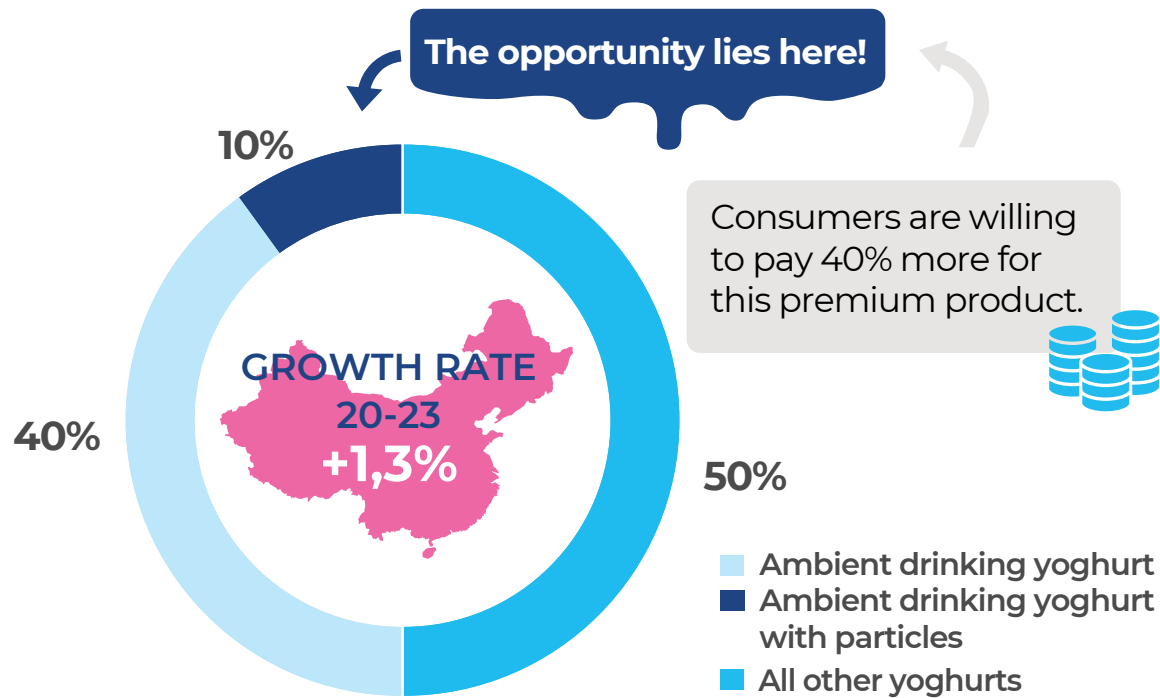




# CHINA

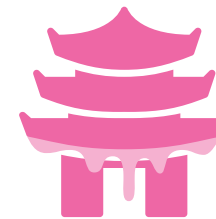
## FROM 0-50% IN TEN YEARS

Ambient drinking yoghurt is a remarkable success story in China, that other regions try to replicate. It now amounts to almost 2.5 billion litres and accounts for almost 50% of total yoghurt sales. So what's the next big thing? Bigger particles!



### WHAT'S NEXT?

1. More particles (traditional Chinese fruits)
  2. More plant-based
  3. More high-protein
  4. More on-the-go consumption
- High margin
- 



**27%** of Chinese consumers would be willing to buy dairy free yoghurt

The introduction of drinking yogurt

1980's

Chilled drinking yogurt

2010

Ambient drinking yogurt

2016

Ambient drinking yogurt with big particles

DRINKING YOGHURT VOLUME  
**4.62**  
B LITRES