

Yogurt and Desserts - UK - June 2011

Report Price: £1500 / \$2310 / €1793



What is this report about?

Estimated value growth of 21% over 2006-11 saw the yogurts market reach £1.79 billion. The market has benefited from consumers' long-term focus on healthy eating, and the unusual image it has forged as a healthy but enjoyable snack. However, heavy promotional activity has in recent years dampened value growth, which in 2010 slowed noticeably, though remaining in the positive territory.

What have we found out?

- Bringing the calorie- or fat-content per portion of desserts close to that of competing snacks, for example through smaller portions, should appeal to the 40% of adults concerned about the healthiness of desserts.
- Desserts that can be passed off as home-made, or expansion into dessert ingredients could provide a platform for manufacturers to engage the nearly half of households earning more than £50,000 that prefer to serve home-made desserts to guests.
- Seasonal flavours and limited edition yogurts could help brands to attract the 64% of yogurt-eaters who like to try new flavours and styles.
- Yogurt brands credibly positioned as simple and pure could tap into the pool of 57% of yogurt-eaters who would like to see more 'completely natural' yogurts.
- Lassi drinks or yogurt-based smoothies could see growth opportunities among the half of yogurt-eaters who report being interested in smoothies made with yogurt and fruit.
- Despite the growth of more indulgent yogurts, the sector must continue to deliver on the light credentials, including low-fat, low-calorie and low-sugar, to appeal to the two in three over-55s and women who eat yogurt, and see these as important factors in their purchase choice.

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