Yogurt and Yogurt Drinks - UK - July 2015

Report Price: £1750.00 | $2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Estimated at just shy of £2 billion, sales of yogurt and yogurt drinks enjoyed estimated growth of 12% in value terms over 2010-15. However, this was driven by rising prices, with volume sales falling by an estimated 4% over the period.

This report looks at the following areas:

- Unrefined sources of sweetness offer route for operators to address health concerns
- High protein content of Greek/Greek-style yogurts presents opportunity to drive interest
- Boosting its indulgence proposition should benefit Greek yogurt

The drinking yogurt segment in particular was hit by EFSA (European Food Safety Authority)'s rejection of health claims related to probiotics in December 2012. The sharp decline in volume sales seen in 2013 continued into 2014.

Meanwhile consumer concerns around the added sugar content of yogurts may have played a role in the troubles of spoonable yogurts, partly offset by the recent growth of the Greek/Greek-style category.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Figure 39: UK retail volume sales of drinking yogurt, 2010-20