

## Yogurt - Ireland - August 2016

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“The yogurt category benefits from its ability to be regarded as both a healthy alternative for snacking or meals and also as a treat or dessert. Emphasising naturally lower sugar varieties such as Greek yogurt will see consumers make the right choice based on the occasion. Yogurt producers should keep a close eye on where the protein craze is going.”

– Emma McGeown, Research Analyst

### This report looks at the following areas:

- What are the challenges facing the yogurt market in 2016?
- What types of yogurts are consumers eating?
- When are Irish consumers eating yogurts?
- What innovations are consumers looking for in yogurt?

Yogurt is one of the few food and drink products that walks a thin line between health and indulgence, giving the category scope to benefit from both elements. Some types of yogurt, such as Greek and natural yogurt, are perceived as healthy with a range of benefits such as being high in protein, low in sugar and providing calcium, however when added with flavours such as strawberry or chocolate these products then tip into the indulgence sphere, making them ideal for treats or desserts.

Consequently, the Irish yogurt market has high levels of penetration, but owing to the staple nature of the product and the impact of the end of EU milk quotas in Ireland, the Irish yogurt and yogurt drinks market is set to achieve just 0.7% growth in terms of value retail sales in 2016.

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