

Yogurt and Yogurt Drinks - UK - July 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“Environmentally friendly products such as with recycled packaging or sustainable farming guarantees attract strong consumer interest but are underexplored within the category. The public focus on plastic’s impact on the environment makes such packaging innovation timely. Meanwhile sustainable farming guarantees allow companies to boost their image as socially responsible.”
– Alice Baker, Research Analyst

This report looks at the following areas:

- **Environmentally friendly products enjoy wide appeal**
- **Many parents would welcome less sweet-tasting children’s yogurts**
- **Multiple opportunities to tap the consumer interest in functional benefits**

Estimated at just shy of £2 billion in 2018, the UK yogurt and yogurt drinks market grew by 4.3% over 2013-18, driven primarily by inflation towards the end of the period. Further inflation is expected for both segments over 2018-23. Spoonable yogurt volume sales are predicted to remain largely flat, with some marginal growth for drinking yogurts. Consequently spoonable and drinking yogurt value sales are projected to rise by 9.5% to £2.2 billion and volumes by 1.2% to 666 million litres by 2023.

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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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The Market – What You Need to Know

Inflation masks volatile volume sales performance from 2013-18

Inflation and slow volume growth anticipated for 2018-23

Milk prices remain volatile

Government health initiatives affect the market

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Milk prices remain volatile

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Government health initiatives affect the market

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Manufacturers take action on sugar

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Ageing UK population offers little support to yogurt

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Yogurt benefits from the world foods trend

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Müllerlight sees sales slip while other Müller brands continue to decline

Actimel remains leader on yogurt drinks but loses sales

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Growth in lactose- and dairy-free segments helps to drive rise in L/N/R allergen claims

Advertising spend falls in 2017

Müller continues to focus on permissibility for Müllerlight

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The Consumer – What You Need to Know

- Three quarters of adults eat yogurt, while one in five drink yogurt drinks
- Yogurts supporting digestive and immune health appeal particularly to older people
- Environmentally friendly products have wide appeal
- Consumers' label scrutiny adds pressure for the industry to improve its health credentials
- Most people's maximum sugar level for yogurt is below even PHE targets

Usage of Yogurt and Yogurt Drinks

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Environmentally friendly products enjoy wide appeal

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'No unnecessary antibiotics' guarantees appeal to many

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Consumers' label scrutiny adds pressure for the industry to improve its health credentials

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Many parents would welcome less sweet-tasting children's yogurts

Yogurt benefits from the world foods trend

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Attitudes towards Yogurt and Yogurt Drinks

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Most users' maximum sugar level for yogurt is below even PHE targets

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