

## 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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