

## Yogurt and Desserts - UK - July 2013

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*"There is scope for more brands to expand their offering of single-serve desserts, particularly within the frozen aisle. Over three in ten over-55s would like to see more frozen desserts which are individually portioned, and these also appeal most to those living in single-person households – both rapidly growing demographics."*

– Emma Clifford, Senior Food Analyst

### In this report we answer the key questions:

- How has EFSA's work on health claims affected the yogurt market?
- What steps can yogurt and dessert brands take to enhance their appeal among over-55s?
- How can yogurt brands grow usage occasions for yogurts and desserts?
- What attributes can help yogurt brands appeal to the younger generation?

Signalling its maturity, penetration of yogurt stands at 84% in 2013, with these products benefiting from high levels of trust in their health credentials, being seen as guilt-free treats, their affordability and the presence of a number of big-hitting brands (most notably those owned by Müller and Danone). However, while rising prices have seen the value of the market continue to grow, volume sales have been in steady decline since 2010.

The yogurt market has had to cope with the EFSA's ban of the probiotic health claim which came into effect in December 2012 – a key part of many brands' proposition. This has had the biggest impact on brands operating in the yogurt drink segment, which has suffered a significant decline in sales.

At the opposite end of the health spectrum, sales of desserts have also been struggling, with volume sales down by 5% between 2008 and 2013, while inflation saw value sales increase by 12%. The chilled desserts segment was the only one to grow in both value and volume terms over the five-year period, reflecting the continued migration towards chilled from ambient and frozen desserts.

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