

## Yogurt and Yogurt Drinks - US - August 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

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"The largest percentage of yogurt and yogurt drink users do so for health reasons. Some 44% say they use products in the category because they are healthier than other snack options. Treat positioning is the consumption driver for a smaller 33% of consumers."

- Beth Bloom, Food and Drink Analyst

### This report looks at the following areas:

- Should the category focus on health or indulgence?
- What follows Greek?
- How strong is the demand for non-dairy offerings?

Yogurt and yogurt drinks have thrived in recent years due to a combination of health positioning and product innovation that meets consumer demand for convenient, responsible, and snackable offerings. While Mintel forecasts growth to continue, it will be at a slower pace, due in part to the expansion of competing health-focused snack offerings, and a mellowing of the Greek-style yogurt newlywed period.

Keeping the category relevant to consumers will require expanded flavor innovation; the adoption of new and interesting styles that continue to fall in line with consumer interest in healthy snacking; the expansion of formats that allow for meal positioning and food pairings; and a venture into indulgence positioning that allows products to be the good tasting go-to for those looking for a low-guilt treat.

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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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Issue

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### Trend Application

Trend: The Real Thing

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## Yogurt and Yogurt Drink Consumption

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Women prioritize health/calcium, men attracted to energy boost

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