

## Yogurt and Yogurt Drinks - Canada - August 2014

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

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"One in five yogurt buyers currently consume yogurt or yogurt drinks on the go to work/school. Further introductions of pouches, tubes and spill-proof packaging could boost usage on these occasions by appealing to children and adults alike."

- Andrew Zmijak, Research Analyst, Consumer Behaviour

### This report looks at the following areas:

- On-the-go occasion could help to expand usage further
- Standing out in the increasingly competitive Greek segment
- Flavour innovation could help yogurts to be seen as more exciting
- Expanding yogurt usage in new consumption occasions

Yogurts remain a popular product among Canadians. Yogurt and yogurt drinks is a highly versatile category which enjoys a relatively healthy image.

Volume retail sales of yogurts and yogurt drinks have grown notably over the past five years. Volumes are expected to continue rising over the next five years. A sharp increase in average price boosted the value of the market in 2013. While growth is anticipated to be lower going forward, values are still expected to rise in 2014. Greek yogurt has been one of the major reasons for this growth, with most of the leading companies now having at least one Greek-oriented brand or variant.

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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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