

Yogurt - Brazil - November 2015

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"Market opportunities go beyond trying to find the "next Greek yogurt" – with so many innovations that can be used in yogurts, the category could rise above the economic crisis and keep consumers' loyalty."
– Naira Sato, Food and Drinks Analyst

This report looks at the following areas:

- Ice-cream can serve an inspiration to the yogurt category with more customized toppings
- Yogurt can be positioned as stress buster and a time saver for Brazilian consumers
- Yogurts that claim to improve physical appearance can appeal to women

Due to some economic factors, such as high inflation, energy, and water crisis, high unemployment rates and devalued currency, it is likely that consumers reduce their consumption of the category. Mintel expects that by 2020, the yogurt market will reach R\$ 14,409 million and 1,274 thousand tonnes, a more moderate growth forecast than expected.

There are several opportunities for greater added-value products that could sustain market value growth, such as yogurts with healthier claims (eg lactose-free), guilt-free indulgence (eg yogurt positioned as dessert), and new consumption experiences (eg new textures, such as mousse or skyr yogurt).

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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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Ice-cream can serve an inspiration to the yogurt category with more customized toppings

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Yogurt can be positioned as stress buster and a time saver for Brazilian consumers

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Launches in the Greek yogurt segment help drive market value growth

Higher unemployment rate, water and energy crisis, and inflation can have a negative impact on consumption

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Market Drivers

- Water and energy crisis can have a negative impact on yogurt consumption
- Higher unemployment among young people can affect yogurt consumption
- More than half of the Brazilian population is overweight

Companies, Brands, and Innovation – What You Need to Know

- Yogurt with “low/no/reduced lactose” claims are becoming increasingly popular
- Dan’up strengthens its on-the-go positioning with new packaging
- Verde Campo and Boa Forma magazine launch yogurt with collagen

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- Innovation in texture: grains, seeds, and nuts
- Innovation in texture: aero yogurt
- Innovation in format: powder
- Icelandic is the new Greek

The Consumer – What You Need to Know

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Sweet-flavored nuts could help strengthen yogurt’s positioning as dessert for AB consumers

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