

Yogurt and Yogurt Drinks - US - August 2016

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

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"As the boom times ushered in by the novelty of Greek offerings fade, category players are stepping up flavor and format innovation, which will be necessary to preserve engagement. The small yogurt drinks segment is an area of opportunity, boosting the category's play for convenient health. Doubling down on breakfast and securing a foothold for snack occasions appear as tactics for growth."
- Beth Bloom, Senior Food & Drink Analyst

This report looks at the following areas:

- Pace of category sales growth slows
- Category faces breakfast competition
- Greek isn't going away anytime soon, but consumers are hungry for innovation

For the purposes of this Report, Mintel has used the following definitions:

- Spoonable yogurt: Sold in cups or tubes; meant to be spooned, squeezed, or "slurped." Greek-style yogurt is included as part of this segment.
- Yogurt drinks: Refrigerated yogurt products in a liquid, drinkable form. These products may include fruit or fruit flavoring; including yogurt "smoothies," kefir, lassi, etc.

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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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Half of yogurt drink buyers purchase all-natural varieties

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