

Yogurt and Yogurt Drinks - UK - July 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Yogurt companies will need to find a compelling alternative reason for shoppers to choose their products, as competitively lowering prices eventually becomes unsustainable. With many people amenable towards paying more for a guarantee on farmers’ pay or animal welfare, making their credentials in these areas tangible to consumers could provide companies with that alternative hook.”

— Al

This report looks at the following areas:

- Ethical claims should allow companies to differentiate themselves
- Fruit & vegetable blends offer innovative way to cut sugar in yogurts
- Larger formats could enable yogurt drinks to benefit from sugar tax

This report examines the UK retail market for yogurts and yogurt drinks, excluding sales through foodservice establishments. Mintel’s definition of yogurt includes spoonable yogurt, fromage frais and yogurt drinks.

Functional fermented milk drinks such as Yakult are included in the report since cultures similar to those contained therein feature in products positioned as yogurt. The market size includes quark as it is a fermented dairy product, however its share of the market is small.

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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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Fruit & vegetable blends offer innovative way to cut sugar in yogurts

The facts

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Larger formats could enable yogurt drinks to benefit from sugar tax

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Values static but volumes in slight growth in 2015

Spoonable yogurt feels effects of falling prices more acutely

Spoonable yogurts' faltering will swallow up drinking yogurts' gains in 2016

Static volumes but gradually rising inflation 2017-21

Ageing population and revised Government health advice could discourage sales

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Müllerlight pushes ahead while Activia slips back

Actimel strengthens its lead in drinking yogurt

Brands look to no added sugar as well as low-fat

Müller adds new flavours and reformulates Müller Corner

Danone aims for emotional appeal in its marketing

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Interest in triple-layer yogurts and thicker-textured yogurt drinks

Ethical claims should enable companies to differentiate themselves

Larger formats could allow yogurt drinks to better compete with CSDs

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