

Yogurt and Yogurt Drinks - US - August 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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The yogurt and yogurt drink category is expected to decrease 2.5% in 2017 to become an estimated \$8.5 billion category. Spoonable yogurt is expected to see the biggest sales decline of just over 4%, while yogurt drinks continue their growth boom with another year of double digit growth (14%); growth will start to level off in the coming years.

This report looks at the following areas:

- Spoonable yogurt declines 6.8% from 2015 – 2017
- Newer yogurt segments and flavors have a lower perception of health
- Purchase often based on habitual preferences
- Added sugars remain a concern

The category is full of innovation as lesser-known international styles, yogurt with mix-ins, and dessert flavors diversify the market and allow consumers a variety of new options to try and perhaps add to their portfolio. While continued flavor and texture innovations will drive the category forward, consumers still are hungry for classic options like Greek and fruit flavors at the end of the day.

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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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