

## Yogurt and Yogurt Drinks - UK - July 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“Environmentally friendly products such as with recycled packaging or sustainable farming guarantees attract strong consumer interest but are underexplored within the category. The public focus on plastic’s impact on the environment makes such packaging innovation timely.

Meanwhile sustainable farming guarantees allow companies to boost their image as socially responsible.”

– **Alice Baker, Research Analyst**

This report looks at the following areas:

- **Environmentally friendly products enjoy wide appeal**
- **Many parents would welcome less sweet-tasting children’s yogurts**
- **Multiple opportunities to tap the consumer interest in functional benefits**

Estimated at just shy of £2 billion in 2018, the UK yogurt and yogurt drinks market grew by 4.3% over 2013-18, driven primarily by inflation towards the end of the period. Further inflation is expected for both segments over 2018-23. Spoonable yogurt volume sales are predicted to remain largely flat, with some marginal growth for drinking yogurts. Consequently spoonable and drinking yogurt value sales are projected to rise by 9.5% to £2.2 billion and volumes by 1.2% to 666 million litres by 2023.

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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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Multiple opportunities to tap the consumer interest in functional benefits

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The implications

## The Market – What You Need to Know

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Government health initiatives affect the market

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Manufacturers take action on sugar

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Yogurt benefits from the world foods trend

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Actimel remains leader on yogurt drinks but loses sales

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Further NPD in low-fat and L/N/R sugar yogurts  
Growth in lactose- and dairy-free segments helps to drive rise in L/N/R allergen claims  
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 Actimel emphasises taste as well as health...  
 ...and looks to build associations with active lifestyles  
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## The Consumer – What You Need to Know

Three quarters of adults eat yogurt, while one in five drink yogurt drinks  
 Yogurts supporting digestive and immune health appeal particularly to older people  
 Environmentally friendly products have wide appeal  
 Consumers' label scrutiny adds pressure for the industry to improve its health credentials  
 Most people's maximum sugar level for yogurt is below even PHE targets

## Usage of Yogurt and Yogurt Drinks

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Three quarters of adults eat yogurt

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Environmentally friendly products enjoy wide appeal

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'No unnecessary antibiotics' guarantees appeal to many

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Consumers' label scrutiny adds pressure for the industry to improve its health credentials

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Over half of parents buy standard rather than children's yogurts

Many parents would welcome less sweet-tasting children's yogurts

Yogurt benefits from the world foods trend

Cross-promotions and in-store positioning can help to encourage use in cooking

## Attitudes towards Yogurt and Yogurt Drinks

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Most users' maximum sugar level for yogurt is below even PHE targets

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