

Yogurt and Yogurt Drinks - US - October 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"Total sales of yogurt are flat; consumers are trying new yogurt styles and brands but not increasing their total yogurt consumption. While sales of drinkable yogurt are quickly growing they have not offset the decline of spoonable yogurt. Moreover, drinkable yogurts are likely cannibalizing sales of spoonable."

– **Caleb Bryant, Senior Beverage Analyst**

This report looks at the following areas:

High protein/low sugar yogurt styles represent a growth area within the stagnant yogurt market and there is a strong growth potential for non-dairy yogurts.

- **The yogurt market is flat**
- **Innovation keeps market fresh but not leading to increased consumption**

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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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Abbreviations

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