

Yogurt and Yogurt Drinks - US - November 2019

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

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"Yogurt sales are beginning to fall as yogurt drinks take share from the spoonable segment and constant innovation in style and flavor leads to increased competition and consumer fatigue. Performance will be dependent on brands' ability to align functional claims and positioning with consumers' rapidly changing definition of "healthy.""

– Madelyn Franz, Research Analyst

This report looks at the following areas:

Prioritizing products that focus on meeting nutritional expectations, and consolidating those that do not, have the potential to boost sales by lessening crowding, bringing new consumers to the market and increasing purchase incidence from existing buyers.

- **Yogurt sees losses**
- **Yogurt fatigue is kicking in**
- **Indifferent consumers spur cannibalization**

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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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