

# Yogurt and Yogurt Drinks: Incl Impact of COVID-19 - US - September 2020

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## This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the yogurt and yogurt drinks market
- The benefit of familiarity, affordability and versatility during a time of economic insecurity
- The evolving role of non-dairy options
- Experience and interest in yogurt/drink styles and formats



“Stay-at-home orders mandated by the pandemic have accelerated yogurt’s return to relevance, as consumers cling to familiar, affordable, health-focused options to meet snack cravings for themselves and their families.

– **Beth Bloom, Associate Director, US Food and Drink Reports**

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## Table of Contents

### OVERVIEW

- What you need to know
- Key issues covered in this Report
- Definition
- COVID-19: Market context
- Economic and other assumptions

### EXECUTIVE SUMMARY

- Top takeaways
- Market overview

Figure 1: Total US retail sales and forecast of yogurt and yogurt drinks, at current prices, 2015-25
- Impact of COVID-19 on yogurt and yogurt drinks

Figure 2: Short-, medium- and long-term impact of COVID-19 on yogurt and yogurt drinks, September 2020
- Opportunities and Challenges
- Reemergence
- Yogurt's inherent BFY reputation enhances pandemic performance

Figure 3: Reasons for eating more yogurt, July 2020
- Lead with specific BFY claims like protein, low sugar

Figure 4: Attributes important in yogurt and yogurt drink purchase, July 2020
- Category needs to meet consumers at home
- Recovery
- Small innovations can lead to sizeable gains

Figure 5: Total US retail sales and forecast of yogurt and yogurt drinks, 2007-12
- Decline in HHs with children requires a shift to target older health seekers

Figure 6: Households, by presence of own children, 2009-19
- Market is sweet on sugar reduction; many roads exist

### THE MARKET – KEY TAKEAWAYS

- COVID-19 accelerates category growth
- The last recession shows the category's staying power
- Both segments should see growth through 2025
- Brands will need to ensure retail availability matches consumer demand
- Prevalence of digestive concerns points to strong opportunity

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## MARKET SIZE AND FORECAST

- **COVID-19 accelerates category turnaround**

Figure 7: Total US retail sales and forecast of yogurt and yogurt drinks, at current prices, 2015-25

Figure 8: Total US retail sales and forecast of yogurt and yogurt drinks, at current prices, 2015-25

Figure 9: Total US retail sales and forecast of yogurt and yogurt drinks, at inflation-adjusted prices, 2015-25

- **Impact of COVID-19 on yogurt and yogurt drinks**

Figure 10: Short-, medium- and long-term impact of COVID-19 on yogurt and yogurt drinks, September 2020

- **Lockdown**

- **Reemergence**

- **Recovery**

- **Learnings from the last recession: category saw sustained growth, but wasn't an instant winner**

Figure 11: Total US retail sales and forecast of yogurt and yogurt drinks, 2007-12

- **COVID-19: US context**

## SEGMENT PERFORMANCE

- **Both segments should see growth through 2025**

Figure 12: Total US retail sales and forecast of yogurt and yogurt drinks and percentage change, by segment, at current prices, 2015-25

- **Brands will want to diversify their retail reach and capabilities**

Figure 13: Total US retail sales of yogurt and yogurt drinks and percentage change, by channel, at current prices, 2015-20

## MARKET FACTORS

- **Continued high unemployment challenges consumer confidence**

Figure 14: Consumer confidence and unemployment, 2000-August 2020

- **Strong spend on food at home benefits category**

Figure 15: Sales of food at home and away from home, January 2010-July 2020

- **Mintel Trend Driver: Value**

Figure 16: Mintel Trend Driver Value

Figure 17: Top three yogurt launches ranked by purchase intent, January 2019-August 2020

- **Already high instance of snacking grows**

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- **Honey, I'm (working/schooling/doing everything from) home**
- **Mintel Trend Driver: Wellbeing**  
Figure 18: Mintel Trend Driver, Wellbeing  
Figure 19: Top three yogurt drink launches ranked by purchase intent, January 2019–August 2020
- **Consumers are reducing their sugar intake**  
Figure 20: Sweetener usage trend, September 2018  
Figure 21: Yogurt and yogurt drink launches, by average sugars, 2018–20\*
- **Prevalence of digestive concerns points to strong opportunity for category**  
Figure 22: "From A to Z Your Gut Is Where It All Begins," July 6, 2020  
Figure 23: Gastrointestinal/digestive concerns – Net – Any concern, June 2020
- **40% of US households use dairy alternatives**  
Figure 24: Reasons for using dairy alternatives, March 2020  
Figure 25: Perception of spoonable yogurt launches, by dairy versus plant-based, January 2019–August 2020
- **Decline in households with children will present future challenge**  
Figure 26: Households, by presence of own children, 2009–19  
Figure 27: Households with related children under 18 in the household, by race and Hispanic origin of householder, 2019

## MARKET OPPORTUNITIES

- **Mintel Trend Driver: Experiences**  
Figure 28: Mintel Trend Driver Experiences
- **Strawberry rules, but there's room for more indulgence**  
Figure 29: Top three yogurt launches perceived as "tasty," January 2019–August 2020  
Figure 30: Yogurt and yogurt drink launches, by leading flavors, 2018–20\*  
Figure 31: Yogurt launches, by fastest growing flavors, 2018–20\*
- **Dairy-free can boost its flavor game**  
Figure 32: Yogurt launches, by inclusions, 2018–20\*
- **Differentiation can come from becoming an ingredient leader**  
Figure 33: Milk alternatives – Interest and occasions – Any occasion (net), March 2020
- **Lead with specific BFY claims like protein, low sugar**

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Infographic Overview

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Figure 34: Top three yogurt launches perceived as "healthy," January 2019–August 2020

Figure 35: Yogurt and yogurt drink launches, by leading claims, 2018–20\*

Figure 36: Top three yogurt drink launches perceived as "healthy," January 2019–August 2020

Figure 37: Yogurt and yogurt drink launches, by fastest growing claims, 2018–20\*

- **Deliver a stronger protein boost**

Figure 38: Yogurt and yogurt drink launches, by average protein, 2018–20\*

Figure 39: "#YoGlutes," January 30, 2020

- **Dairy case feeling cramped? Consider a move to the freezer or juice case**

Figure 40: Top three yogurt drink launches perceived as "tasty," January 2019–August 2020

## COMPANIES AND BRANDS – KEY TAKEAWAYS

- **Danone controls a third of MULO sales of yogurt and yogurt drinks**
- **Chobani posts the strongest company-wide gains**
- **Private label sales increase by 6.4%**
- **Yogurt drink brands aimed at Hispanic consumers do well**
- **Category innovation is strong and runs the gamut**

## MARKET SHARE

- **Four companies control three quarters of MULO sales of yogurt/drinks company performance**
- **Market leader Danone nurtures a deep bench to reverse declines**
- **Chobani posts the largest leader gains, no slowdown in sight**
- **General Mills slows the bleeding, should take advantage of co-branding opportunities**
- **Private label growth outpacing category, but sustained growth isn't a given**

- **Sales of yogurt and yogurt drinks by company**

Figure 41: US multi-outlet sales of yogurt and yogurt drinks, by leading companies, 52 weeks ending August 9, 2020

Figure 42: US multi-outlet sales of yogurt and yogurt drinks, by leading companies, 52 weeks ending August 9, 2020

- **Danone's highs and lows are seen in the spoonable segment**
- **Company/brand sales of spoonable yogurt**

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Figure 43: US multi-outlet sales of spoonable yogurt, by leading companies and brands, rolling 52 weeks 2019 and 2020

- **Yakult sees strong growth in yogurt drinks segment**
- **Success of Hispanic-focused drink brands suggests opportunity for value offerings**
- **Company/brand sales of yogurt drinks/kefir**

Figure 44: US multi-outlet sales of yogurt drinks/kefir, by leading companies and brands, rolling 52 weeks 2019 and 2020

## COMPETITIVE STRATEGIES

- **Category leaders aim for innovation on and off the shelf**  
Figure 45: Mintel Trend Driver Rights
- **The oat milk craze finds its way to yogurt**
- **Market is sweet on sugar reduction, many roads exist**
- **Brands look to please parents by supporting healthy kids**
- **Promoting the culture club**

## THE CONSUMER – KEY TAKEAWAYS

- **81% of US households purchase yogurt; 54% purchase yogurt drinks**
- **40% of yogurt eaters have increased consumption in the past year**
- **The snack occasion is of key importance to the category**
- **Multi-serving has potential to grow adoption in both segments**
- **Protein is a leading attribute of interest category-wide**

## YOGURT AND YOGURT DRINK PURCHASE

- **Category grows consumer base; non-dairy draw slows**  
Figure 46: Yogurt and yogurt drink purchase, September 2019 and July 2020
- **Yogurt drinks should coddle men and make their case to women**  
Figure 47: Yogurt and yogurt drink purchase – for myself, by gender, July 2020
- **Yogurt drinks have the opportunity to grow older consumer base**  
Figure 48: Yogurt and yogurt drink purchase – for myself, by age, July 2020
- **Successful brands will court Hispanic consumers**  
Figure 49: Yogurt and yogurt drink purchase – for myself, by Hispanic origin, July 2020

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- **Parents dominate category participation, and they need your help**

Figure 50: Yogurt and yogurt drink purchase, by parental status, July 2020

## REASONS FOR CHOOSING YOGURT

- **Yogurt ticks the main boxes; brands can act as health guides**

Figure 51: Reasons for choosing yogurt, July 2020

- **Function and health have strong appeal among women**

Figure 52: Reasons for choosing yogurt, by gender, July 2020

- **Digestive health not a strong draw for youngest yogurt shoppers**

Figure 53: Reasons for choosing yogurt, by age, July 2020

- **Convenience is a strong selling point for parents**

Figure 54: Reasons for choosing yogurt, by parental status, July 2020

## REASONS FOR CHOOSING YOGURT DRINKS

- **Yogurt drinks need to meet consumers at home**

Figure 55: Reasons for choosing yogurt drinks, July 2020

- **Target women through healthy snack positioning**

Figure 56: Reasons for choosing yogurt drinks, by gender, July 2020

## CHANGE IN YOGURT CONSUMPTION

- **40% of yogurt eaters have increased their consumption in the past year**

Figure 57: Change in yogurt consumption, July 2020

- **Yogurt's inherent BFY reputation enhances pandemic performance**

Figure 58: Reasons for eating more yogurt, July 2020

- **Flavor innovation has allowed yogurt to boost participation among men**

Figure 59: Change in yogurt consumption, by gender, July 2020

Figure 60: Reasons for eating more yogurt, by gender, July 2020

- **Half of Hispanic yogurt eaters have increased consumption in the past year**

Figure 61: Change in yogurt consumption, by Hispanic origin, July 2020

Figure 62: Reasons for eating more yogurt, by Hispanic origin, July 2020

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- **A third of yogurt reducers are turning to other options**

Figure 63: Reasons for eating less yogurt, July 2020

## YOGURT TYPES PURCHASED

- **Flavor**
- **Yogurt's flavor game is generally strong; brands must avoid complacency**

Figure 64: Yogurt types purchased – flavor, July 2020

- **Mix-ins can keep younger consumers engaged**
- **Interactive yogurt has stronger appeal among Hispanic shoppers**

Figure 65: Yogurt types purchased – flavor, by age, July 2020

Figure 66: Yogurt types purchased – flavor, by Hispanic origin, July 2020

- **Format**
- **Single-serves rule yogurt; flavored multi-serves could meet at-home needs**

Figure 67: Yogurt types purchased – format, July 2020

- **Multi-packs can appeal to young and old alike**

Figure 68: Yogurt types purchased – format, by age, July 2020

- **A third of Hispanic shoppers purchase multi-packs of different flavors**

Figure 69: Yogurt types purchased – format, by Hispanic origin, July 2020

## YOGURT DRINK TYPES PURCHASED

- **Flavor**
- **Expanding flavored varieties can boost yogurt drink appeal**

Figure 70: Yogurt drink types purchased – flavor, July 2020

- **Format**
- **Avoid pigeonholing drinks as on-the-go-only options**

Figure 71: Yogurt drink types purchased – format, July 2020

- **Love of drinks (big and small) makes men a target for home convenience**

Figure 72: Yogurt drink types purchased – format, by gender, July 2020

- **Opportunity to position single-serves for 45+**

Figure 73: Yogurt drink types purchased – format, by age, July 2020

- **Being kid-friendly requires being parent-friendly**

Figure 74: Yogurt drink types purchased – format, by who purchase for, July 2020

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Infographic Overview

Powerpoint Presentation

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## ATTRIBUTES IMPORTANT IN YOGURT PURCHASE

- **Yogurt buyers look for low sugar, high protein**  
Figure 75: Attributes important in yogurt purchase, July 2020
- **Women are focused on nutritionals**  
Figure 76: Attributes important in yogurt purchase, by gender, July 2020
- **Moving beyond basic nutrition will appeal to younger shoppers**  
Figure 77: Attributes important in yogurt purchase, by age, July 2020
- **Flavor variety, environment have strong appeal among non-dairy buyers**  
Figure 78: Attributes important in yogurt purchase, by dairy/non-dairy, July 2020
- **Developmental health focus should resonate with parents**  
Figure 79: Attributes important in yogurt purchase, by who purchase for, July 2020

## ATTRIBUTES IMPORTANT IN YOGURT DRINK PURCHASE

- **Protein and probiotics rule yogurt drink choice**  
Figure 80: Attributes important in yogurt drink purchase, July 2020
- **Men are particularly protein aware; women look for low/no claims**  
Figure 81: Attributes important in yogurt drink purchase, by gender, July 2020
- **Probiotics and calcium have fairly wide appeal**  
Figure 82: Attributes important in yogurt drink purchase, by age, July 2020

## YOGURT AND YOGURT DRINK STYLE EXPERIENCE AND INTEREST

- **Style expansion will help grow yogurt participation**  
Figure 83: Yogurt/drink style experience and interest – yogurt style, July 2020
- **Healthy flavors maintain slight lead over indulgence; don't deny a splurge**  
Figure 84: Yogurt/drink style experience and interest – flavor, July 2020
- **Dairy/non-dairy blends can offer the best of both worlds: health and variety**  
Figure 85: Yogurt/drink style experience and interest – non-dairy, July 2020
- **Sugar alternatives are an area of interest**

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Figure 86: Yogurt/drink style experience and interest – other, July 2020

- **Innovation resonates with core audience; health retooling is strongest path to elusive older shoppers**

Figure 87: Yogurt/drink style experience and interest – flavor and other – any interest (net\*), by age, July 2020

## YOGURT AND YOGURT DRINK HEALTH STATEMENTS

- **Consumers seek health, not restriction**

Figure 88: Health statements, July 2020

- **Yogurt drink buyers are more likely to be looking at nutritional**

Figure 89: Health statements, by yogurt/drink purchase, July 2020

- **Appeal to men through protein specificity; focus on cultures for women**

Figure 90: Health statements, by gender, July 2020

- **Hispanic consumers are more likely to be looking for low sugar/calories**

Figure 91: Health statements, by Hispanic origin, July 2020

## YOGURT REPLACEMENT

- **Yogurt replacements tend toward health versus indulgence**

Figure 92: Yogurt replacement, July 2020

- **Men would be more likely to seek out creamy indulgence**

Figure 93: Yogurt replacement, by gender, July 2020

- **Yogurt smoothies should appeal to young adults**

Figure 94: Yogurt replacement, by age, July 2020

## APPENDIX – DATA SOURCES AND ABBREVIATIONS

- Data sources
- Sales data
- Forecast
- Consumer survey data
- Abbreviations and terms
- Abbreviations

## APPENDIX – THE MARKET

Figure 95: Total US retail sales and forecast of spoonable yogurt, at current prices, 2015–25

Figure 96: Total US retail sales and forecast of spoonable yogurt, at inflation-adjusted prices, 2015–25

Figure 97: Total US retail sales and forecast of yogurt drinks, at current prices, 2015–25

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Figure 98: Total US retail sales and forecast of yogurt drinks, at inflation-adjusted prices, 2015-25

Figure 99: US supermarket sales of yogurt and yogurt drinks, at current prices, 2015-20

Figure 100: US sales of yogurt and yogurt drinks through other retail channels, at current prices, 2015-20

### APPENDIX – COMPANIES AND BRANDS

Figure 101: US multi-outlet sales of yogurt and yogurt drinks, by leading companies, rolling 52 weeks 2019 and 2020

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Executive Summary

Full Report PDF

Infographic Overview

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