

Yogurt: Incl Impact of COVID-19 - Brazil - October 2020

Report Price: £3265 | \$4495 | €3940

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- How the COVID-19 outbreak affects consumer behavior and the yogurt market
- How the market will perform in the post-COVID-19 period
- Consumer behaviors, attitudes and perceptions
- Consumption of products in the yogurt category
- Launches and consumer interest in innovations

During a recession, the yogurt category must adapt to offer consumers more affordable options. However, due to the COVID-19 outbreak, yogurts containing ingredients that boost immunity have a good opportunity to attract new consumers. Products with indulgent flavors can grow their consumer base as well, as Brazilians are seeking food that brings them comfort and moments of pleasure to help them cope with anxiety. Since the relaxing of social distancing rules, demand for products with health and fitness claims, such as "helps improve performance in physical activities," should start increasing again because many Brazilians will try to get back to the physical shape they were in before the outbreak.



"The yogurt category, like other nonessential items in Brazilians' shopping lists, will have to face a challenging market due to the economic crisis. Brands should try to offer more affordable options and invest in immunity and health claims in order to minimize the impact of the crisis on the category."

– **Laura Menegon**, Food and Beverage Junior Analyst

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Table of Contents

OVERVIEW

- What you need to know
- Key issues covered in this Report
- Definition
- COVID-19: market context

EXECUTIVE SUMMARY

- Market overview
- Impact of COVID-19 in the yogurt category

Figure 1: Predicted impact of COVID-19 in short, medium and long term on the food and the yogurt categories, October 2020

- Impact up until now
- Short- and medium-term impact (October 2020 to December 2021)
- Long-term impact (2022-2025)

- Mintel Trend Drivers

Figure 2: Mintel GlobalTrend Drivers

- Challenges
- The sub-categories with more added value should be particularly impacted by the economic crisis
- Concern for animal welfare and the environment may impact yogurt consumption
- New labeling rules represent a challenge for the whole category
- Opportunities
- Organic yogurts with dessert flavors might expand their consumption as a snack
- Sleep improvement claim might encourage consumption of yogurt as a nighttime snack
- More than half of yogurt consumers look for indulgence
- Added health benefits can increase the sales of plant-based yogurts

FACTORS THAT WILL INFLUENCE THE MARKET

- The economic crisis and reduction of Brazilians' disposable income should have a negative impact on the category
- New labeling rules represent a challenge for the whole category

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

COMPANIES, BRANDS AND INNOVATIONS – WHAT YOU NEED TO KNOW

- **Danone remains the market leader, but other positions change due to acquisitions**
- **Campaigns and launches talk about indulgence and the impact of COVID-19**
- **Yogurts with ethical animal farming claim and dessert flavors can grow in Brazil**
- **Quality of ingredients and authenticity has led to brands' success**

MARKET SHARE

- **Danone remains the market leader and Lactalis takes second place due to acquisition of Itambé**

Figure 3: Retail sales of yogurt, by value, Brazil, 2018–2019

Figure 4: Retail sales of yogurt, by volume, Brazil, 2018–2019

CAMPAIGNS AND MARKETING ACTIONS

- **Vigor's line of high-protein yogurts campaigns to help consumers create exercise routine at home**
Figure 5: Campaign Vigor #TreinoComVigor, Brazil, July 2020
- **Vigor brings messages of support and donates products to frontline medical staff in the fight against COVID-19**
Figure 6: Video of the campaign #ObrigadoPeloSeuVigor
- **Vigor celebrates Halloween with a special edition of its fermented milk**
Figure 7: Special edition of the fermented milk "gostosuras ou travessuras" (trick or treat), Brazil, October 2020
- **Nestlé launches a line of yogurts Nesfit**
Figure 8: Launching campaign of Nesfit yogurts, Brazil, February 2020
- **Nestlé reformulates its line of Greek yogurts to offer more creaminess**
Figure 9: Campaign for the launch of the new Greek yogurt Nestlé, Brazil, March 2020
- **Danoninho enters the chocolate drinks category**
Figure 10: Danoninho Achocolatado, Brazil, August 2020
- **Danoninho has collectible Pixar characters on their packaging**
Figure 11: Special edition Danoninho Pixar, Brazil, October 2020

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

WHO IS INNOVATING?

- **Claims related to ethical animal farming might see growth in Brazil**

Figure 12: Total launches of yogurts with animal welfare claims, by global regions, 2017-2019

- **Yogurt with added cereals and vegetables could see growth as a meal replacement**

Figure 13: Launches of yogurts containing cereals and/or vegetables in the last three full years, October 2020

CASE STUDIES

- **Noosa flourishes using premium ingredients in their yogurts and engaging with sustainable causes**

Figure 14: Premium ingredients used in the production of Noosa yogurts, October 2020

Figure 15: Ellenos Greek yogurt with orange and turmeric

THE CONSUMER – WHAT YOU NEED TO KNOW

- **Organic yogurts with dessert flavors could expand their consumption as a snack**
- **Sleep improvement claim might encourage consumption of yogurt as a nighttime snack**
- **More than half of yogurt consumers look for indulgence**
- **Added health benefits might increase sales of plant-based yogurts**
- **Mixed yogurts might attract consumers who are trying to reduce their intake of animal-origin products**

TYPES OF YOGURT PURCHASED

- **Yogurts with immunity-boosting claims might attract consumers, even during the economic crisis**

Figure 16: Purchase of yogurts, by type, Brazil, June 2020.

- **Indulgent fruit yogurts might attract the interest of mothers**

Figure 17: Regular fruit yogurt purchase, by gender and by children under 18 at home, Brazil, June 2020

- **Organic yogurts with dessert flavors may expand consumption as a snack**

Figure 18: Change in consumption habits, by purchase of organic yogurts, Brazil, June 2020

YOGURT CONSUMPTION OCCASIONS

- **Fruit yogurts containing only natural ingredients might increase the consumption of the category as a dessert**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 19: Types of yogurt purchased, by consumption of yogurt for dessert, Brazil, June 2020

- **Sleep improvement claim might encourage consumption of yogurt as a nighttime snack**

Figure 20: Yogurt consumption occasions, Brazil, June 2020

IMPORTANT ATTRIBUTES

- **More than half of yogurt consumers look for indulgence**

Figure 21: Main attributes when purchasing yogurt, Brazil, June 2020

- **Eye health claim and low fat content might attract consumers aged 55+**

Figure 22: Relevance of the attribute "low calorie content," by age group, Brazil, June 2020

- **Plant-based yogurts rich in protein might interest people who practice sports activities and exercise**

Figure 23: Consumption occasions, by people who consider plant-based an important attribute, Brazil, June 2020

INTEREST IN INNOVATIONS

- **Besides its high-protein content, kefir has added health benefits that might attract the interest of Brazilians**

Figure 24: Innovations that would encourage consumers to buy more yogurt, Brazil, June 2020

- **Kefir with no-added sugar could increase sales among women**

Figure 25: Interest in innovations, by gender and age group, Brazil, June 2020

- **Added health benefits might increase sales of plant-based yogurts**

Figure 26: Interest in innovations, by attitudes toward yogurt, Brazil, June 2020

CONSUMPTION HABITS

- **Clean label products should continue guiding consumer preferences**

Figure 27: Attitudes toward yogurt, Brazil, June 2020

- **Yogurts made with blend of plant-based and animal milk might attract consumers who are trying to reduce their consumption of animal-origin products**

IMPACT OF COVID-19 ON THE YOGURT CATEGORY

- **Cheaper versions might help keep turnover stable**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Yogurt: Incl Impact of COVID-19 - Brazil - October 2020

Report Price: £3265 | \$4495 | €3940

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



Figure 28: Changes in yogurt consumption habits due to COVID-19, Brazil, June 2020

- **Yogurt brands can invest more in their own online channels to reach out to their consumers**

Figure 29: Fazenda Bela Vista website, Brazil, October 2020

Figure 30: Screenshot of the website Delicari, Brazil, October 2020

APPENDIX – ABBREVIATIONS

- **Abbreviations**

APPENDIX – MARKET SIZE AND SHARE

- **Market size**

Figure 31: Sales in the category 2014–2019

- **Market share**

Figure 32: Yogurt retail sales leaders' share, by volume – Brazil, 2018–2019

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.