

# Yogurt and Drinking Yogurt - Ireland - January 2021

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## This report looks at the following areas:

- The impact of COVID-19 on consumer behaviour and yogurt/yogurt drinks.
- The impact of Brexit and rising consumer prices on yogurt.
- Sugar and its role in yogurts including how brands can offset naturally occurring sugars.
- The opportunities for immune-boosting claims in yogurt and yogurt drinks.

The yogurt and yogurt drink category continues to evolve and adapt in line with consumer needs. While its strong nutritional offering has always helped yogurts and yogurt drinks to be considered a healthy snack, the pandemic has accelerated a new need to support healthy immune systems. Half of Island of Ireland (IoI) consumers agree they would be interested in trying yogurts/yogurt drinks with immune-boosting qualities.

This demand for greater health benefits in yogurt has created an even bigger need for brands to properly position strong health claims including probiotics, protein and calcium – particularly during the pandemic. COVID-19 has exposed the gaps in consumers' dietary intake and as such, many consumers are taking a closer look at products that can actively support gut health and in turn their immune systems – an area that yogurt can deliver on.



“Yogurt has remained fairly insulated from the impact of COVID-19 though it has faced slight reduced demand from lower uptake of lunchboxes and the change in snacking habits towards in-home.”

– **Emma McGeown, Senior Food & Drink Analyst**

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