This report looks at the following areas:

- The impact of the pandemic on spoonable yogurt and yogurt drinks category performance
- Consumers’ anticipated future consumption and how the category can address the next normal
- The importance of the drinks format and other innovation to the future of the category
- The rise of dairy alternatives and associated barriers of dairy alternative yogurts

“While 2020 marked a budding return to relevance of the spoonable yogurt and yogurt drinks market, continued projected growth in 2021 is a testament to the category’s more longstanding potential. The near-term years will be pivotal for the category to build upon its momentum, adapting for the next normal and each normal after.”

– Sydney Olson, Food and Drink Analyst

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