

## Yogurt and Yogurt Drinks - US - August 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

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" Total retail sales of yogurt and yogurt drinks posted 2.9% gains in estimated 2015. Pace has slowed from strong year-over-year growth in 2011-13 as the novelty of Greek-style products fade. Overall sales are expected to continue upward as consumers remain interested in health, nutrition, and high-protein food and drink products."  
Elizabeth Sisel, Beverage Analyst

### This report looks at the following areas:

- Spoonable yogurt growth slows as Greek yogurt novelty fades
- Unfamiliarity, yogurt-eating preferences challenge yogurt drink segment
- Room for greater adult, teen consumption

### Definition

For the purposes of this report, Mintel has used the following definitions:

- Spoonable yogurt: sold in cups or tubes; meant to be spooned, squeezed, or "slurped." Greek-style yogurt is included as part of this segment.
- Yogurt drinks: refrigerated yogurt products in a liquid, drinkable form. These products may include fruit or fruit flavoring; including yogurt "smoothies," kefir, lassie, etc.

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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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