Yogurt and Yogurt Drinks - UK - July 2014

Report Price: £1750.00 | $2834.04 | €2223.04

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

"That half of users of yogurt/yogurt drinks express concern about the sugar content in these highlights the need for the industry to tackle this issue. Trends towards clearer on-pack labelling in the UK will shine more light on the sugar content of yogurts."
– Amy Price, Senior Food and Drink Analyst

This report looks at the following areas:

- Operators look to address consumer concerns on sugar
- On-the-go occasion provides potential for expanding usage
- Innovation on flavour can help to improve yogurt's positioning as lacking in excitement

Spoonable yogurt continues to dominate the market. Leading operators such as Danone cut back on both NPD (New Product Development) and above-the-line support in 2013, which was reflected in the lacklustre sales performance. Drinking yogurt saw a marked decline in 2013 following EFSA's (European Food Safety Authority) rejection of the probiotic claim in December 2012. While this downward trend is expected to continue in 2014, it will likely be to a much lesser extent.

Operators are unlikely to repeat the flurry of activity seen a couple of years ago and the market is struggling to recruit new users or encourage consumption around new usage occasions. The on-the-go occasion does, however, pose potential for growth.

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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Appendix – The Consumer – Occasions

Appendix – The Consumer – Reasons to Eat Yogurt/Drink Yogurt Drinks

Appendix – The Consumer – Attitudes Towards Yogurt and Yogurt Drinks