

Yogurt and Yogurt Drinks - UK - July 2017

Report Price: £1995.00 | \$2583.33 | €2370.86

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“Consumer suspicions around artificial sweeteners present a significant barrier to companies looking to reformulation to meet the sugar reduction targets. However, the appeal of less sweet-tasting yogurts offers opportunities to cut sugar without replacing it.”

– Alice Baker, Research Analyst

This report looks at the following areas:

- **Less sweet-tasting yogurts offer opportunities for manufacturers**
- **Natural-sugars-only kids' yogurts could help to win back lapsed users**
- **Animal welfare concerns suggest untapped opportunities**

The market grew in value over 2012-16. This was due mainly to price inflation over 2012-14, the effects of the weakness in farmgate milk prices and the supermarket price wars pushing down values over 2014-16. Inflation is expected for both segments from 2017-22 due to the weakened Pound, but volume sales should remain in slow growth.

The category is among many tasked with reducing sugar by 2020. Sugar is also a notable concern for many consumers in the market. That many of the users/buyers would be put off a yogurt/yogurt drink that replaced sugar with sweeteners poses a challenge to companies looking to reformulation to meet government sugar reduction targets. However, the fact that a less sweet-tasting yogurt/yogurt drink appeals to many suggests opportunities for manufacturers to cut sugar without replacing it.

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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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Table of Contents

Overview

- What you need to know
- Products covered in this Report

Executive Summary

The market

Falling farmgate milk prices and retailer price wars affect values in 2016

Price inflation to affect the market from 2017 onwards

Slow volume growth for both segments from 2017-22

Figure 1: UK retail value sales for spoonable yogurt and drinking yogurt, 2012-22

Government sets industry targets to cut sugar

Consumer views limit yogurt drinks' ability to benefit from sugar tax exemption

Ageing population could limit spoonable yogurt volume growth

Companies and brands

Müller brands see mixed results

Activia's struggles continue

Figure 2: UK retail sales of top 6 spoonable yogurt brands, by value, 2016/17*

Actimel loses ground as retailers step up their activity

Low-fat launches fall in 2016

Kids' yogurt brands take differing approaches to reducing sugar

Yogurt drinks look to up competition with soft drinks

Little change in advertising spend

Yogurt brands focus on emotions in their 2016 advertising

Müllerlight and Activia enjoy high consumer trust but little loyalty

The consumer

Over three quarters of people eat spoonable yogurt/fromage frais

Yogurt drinks usage unchanged

Figure 3: Usage of yogurt and yogurt drinks, by type, May 2017

Health considerations lead at breakfast

Figure 4: Spoonable yogurt factors, by occasion, May 2017

Transparency on pot size reductions could stave off potential backlash

Figure 5: Spoonable yogurt eating and buying behaviours, May 2017

Health concerns around sugar both help and hinder yogurts

Interest in less sweet-tasting yogurts

Concern for animal welfare creates opportunities for ethical products

Sugar content beats fat as important to health

Figure 6: Factors deemed to make a yogurt/yogurt drink healthy, May 2017

Yogurt retains its health halo

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Figure 7: Attitudes towards yogurt and yogurt drinks, May 2017

Kids' yogurts with only naturally occurring sugars could win back lapsed users

What we think

Issues and Insights

Less sweet-tasting yogurts offer opportunities for manufacturers

The facts

The implications

Natural-sugars-only kids' yogurts could help to win back lapsed users

The facts

The implications

Animal welfare concerns suggest untapped opportunities

The facts

The implications

The Market – What You Need to Know

Falling farmgate milk prices and retailer price wars affect values in 2016

Price inflation to affect the market from 2017 onwards

Slow volume growth for both segments from 2017-22

Government sets industry targets to cut sugar

Consumer views limit yogurt drinks' ability to benefit from sugar tax exemption

Ageing population could limit spoonable yogurt volume growth

Market Size, Segmentation and Forecast

Falling milk prices continue to affect yogurt in 2016

Resurgent milk prices and weakened Pound to push up values in 2017

Figure 8: UK retail sales for spoonable yogurt and drinking yogurt, by value and volume, 2012-22

Inflation to continue over 2017-22

Figure 9: UK retail value sales for spoonable yogurt and drinking yogurt, 2012-22

Supermarket price wars hold down spoonable yogurt prices in early 2017

Inflation to make its appearance as 2017 goes on

Figure 10: UK retail sales for spoonable yogurt, by value and volume, 2012-22

Retailer price competition to temper the effects of inflation from 2017-22

Changing population dynamics to exert divergent effects on volume sales

Figure 11: UK retail value sales for spoonable yogurt, 2012-22

Continued growth for drinking yogurt in 2016

Drinking yogurt value and volume growth continues into 2017

Figure 12: UK retail sales for drinking yogurt, by value and volume, 2012-22

Effects of inflation to be more marked for drinking yogurt from 2017-22

Figure 13: UK retail value sales for drinking yogurt, 2012-22

Forecast methodology

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Market Drivers

- Milk prices rising, but supermarket price wars continue
- Inflation expected for the market
- Ageing population could limit yogurt volume sales growth
- Official stance against sugar presents challenges and opportunities
- Government sets industry targets to cut sugar by 20% by 2020
- EFSA rules make it difficult to make a low-sugar claim
- Parents' tendency to boycott yogurts over added sugar hits kids' yogurt sales, but opportunities for natural-sugars-only products
- Divergent consumer views limit yogurt drinks' ability to benefit from their exemption from sugar tax...
- ...and yogurt drink makers will still be required to reduce sugar
- Government advice on Vitamin D provides opportunities for fortified yogurts

Companies and Brands – What You Need to Know

- Müller brands see mixed results
- Activia's struggles continue
- Actimel loses ground as retailers step up their activity
- Low-fat launches fall in 2016
- Kids' yogurt brands take differing approaches to reducing sugar
- Yogurt drinks look to up competition with soft drinks
- Little change in advertising spend
- Yogurt brands focus on emotions in their 2016 advertising
- Müllerlight and Activia enjoy high consumer trust but little loyalty

Market Share

- Müller brands continue to experience mixed fortunes
 - Figure 14: Leading brands' sales and shares in the UK spoonable yogurt market, by value and volume, 2014/15-2016/17
- Activia continues to struggle, but other Danone brands push ahead
- Kids' yogurt brands experience further declines
- Alpro benefits from growth in the free-from market
- Danone completes WhiteWave acquisition
- Actimel loses ground in drinking yogurts in 2016/17
 - Figure 15: Leading brands' sales and shares in the UK drinking yogurt market, 2014/15-2016/17
- Own-label strengthens its position as supermarkets build up their ranges

Launch Activity and Innovation

- Low-fat claims fall in 2016
- Multiple health claims used to promote an all-round healthy image
- Major brands expand their low-fat and sugar offering
 - Figure 16: New product launches in the UK yogurt and yogurt drinks market, by top 20 claims, 2013-17 (sorted by 2016)
- L/N/R sugar claims rise
- Artificial sweeteners remain the primary sugar substitute

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Kids' yogurt brands take different approaches to reducing sugar
 Major brands reformulate
 Innovation in no-added-sugar versions
 Müller leads NPD in 2016, with a focus on texture
 Müller Corner aims for multiple usage occasions with new products
 Fortified launches rise in 2016
 Organic brands and retailers turn to on-trend ingredients
 Yeo Valley takes on the food waste issue with Left Yeo-Overs
 Yogurt drinks look to up competition with other soft drinks
 Nomadic aims to compete with breakfast drinks
 Bio-tiful Dairy launches flavoured kefir with only natural sugars
 Non-dairy brands add new flavours and retailers build up their non-dairy ranges
 Nut milk yogurts make their UK debut

Advertising and Marketing Activity

Little movement in advertising spend in 2016

Figure 17: Total above-the-line, online display and direct mail advertising expenditure on yogurt and yogurt drinks (sorted by 2016), 2013-17

Danone remains the highest-spending advertiser in 2016

Activia focuses on inner strength and achievement in female-oriented campaign

Actimel's vitamin content presented as key to 'staying strong'

Müller ups spending, with a focus on the treat aspect

Linking with the Olympics to drive health associations and tap into patriotic feeling

Greek-themed adverts play on associations between texture and indulgence

Arla continues to increase spending

New Skyr advert links the product with strength of character and decisiveness

Arla Protein adverts look to widen the appeal of high-protein foods

Wide-ranging campaign promotes the role of dairy products in a good breakfast

Yakult leverages its scientists to lend authority to health claims

Superhero-themed cinema advert presents the product's live cultures as enabling people to achieve greatness

Nielsen Ad Intel coverage

Brand Research

What you need to know

Brand map

Figure 18: Attitudes towards and usage of selected yogurt/yogurt drink brands, May 2017

Key brand metrics

Figure 19: Key metrics for selected brands, May 2017

Brand attitudes: Müllerlight and Activia have the best reputations

Figure 20: Attitudes, by brand, May 2017

Brand personality: Activia is widely seen as engaging and vibrant

Figure 21: Brand personality – Macro image, May 2017

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Activia and Actimel are seen as the most healthy

Figure 22: Brand personality – Micro image, May 2017

Brand analysis

Müllerlight scores highest for taste

Figure 23: User profile of Müllerlight, May 2017

Activia enjoys a high reputation among women

Figure 24: User profile of Activia, May 2017

Onken is associated most with taste and indulgence

Figure 25: User profile of Onken, May 2017

Actimel has strong health positioning

Figure 26: User profile of Actimel, May 2017

Total is widely seen as natural

Figure 27: User profile of Total, May 2017

Alpro is widely seen as natural and healthy

Figure 28: User profile of Alpro, May 2017

The Consumer – What You Need to Know

Over three quarters of people eat spoonable yogurt/fromage frais

Yogurt drinks usage unchanged

Health considerations lead at breakfast

Transparency on pot size reductions could stave off potential backlash

Health concerns around sugar both help and hinder yogurts

Interest in less sweet-tasting yogurts

Concern for animal welfare creates opportunities for ethical products

Sugar content beats fat as important to health

Yogurt retains its health halo

Kids' yogurts with only naturally occurring sugars could win back lapsed users

Usage of Yogurt and Yogurt Drinks

Overall spoonable yogurt usage remains unchanged

Various factors boost non-dairy yogurts

Many eat both non-dairy and dairy yogurts

Figure 29: Usage of yogurt and yogurt drinks, by type, May 2017

Yogurt drinks fail to benefit from their exemption from sugar tax

Fermented milk drinks usage rises

Spoonable Yogurt Buying Factors by Occasion

Health considerations exert a stronger influence at breakfast

Yogurt's health image prevails for many

Thick texture's indulgent associations provide opportunities for Greek- and Icelandic-style yogurts as healthier desserts

Figure 30: Spoonable yogurt factors, by occasion, May 2017

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High-protein yogurts can tap into breakfast eaters' demand for fuel till lunch
Influence of promotions on dessert occasion suggests meal deal opportunities

Spoonable Yogurt Eating and Buying Behaviours

Pot size reductions without corresponding price cut risk a backlash

Being open about size reductions can bolster image of transparency

Figure 31: Spoonable yogurt eating and buying behaviours, May 2017

Consumers' sugar concerns both help and hinder yogurts

Interest in less sweet-tasting yogurts provides opportunities for manufacturers

In-store positioning and cross-promotions can help brands to capitalise on users' tendency to add their own toppings

Concerns for animal welfare suggest untapped opportunities

Need for organic manufacturers to make welfare standards more tangible

Factors Deemed to Make a Yogurt/Yogurt Drink Healthy

'Simple ingredients' labels would cater to consumer preferences for 'naturalness'

Figure 32: Factors deemed to make a yogurt/yogurt drink healthy, May 2017

Sugar content more likely than fat to be seen as important for health

Concerns about artificial ingredients limit appeal of low-sugar label

Attitudes towards Yogurt and Yogurt Drinks

Yogurt retains its health halo

Figure 33: Attitudes towards yogurt and yogurt drinks, May 2017

Kids' yogurts with only naturally occurring sugars could win back lapsed users

Opinions are divided on yogurt drinks' refreshing qualities

Manufacturers will need to decide who to target

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

Appendix – Market Size and Forecast

Figure 34: Forecast of UK sales of spoonable yogurt and drinking yogurt, by value, best- and worst-case, 2016-21

Figure 35: Forecast of UK sales of spoonable yogurt and drinking yogurt, by volume, best- and worst-case, 2016-21

Figure 36: Forecast of UK sales of spoonable yogurt, by value, best- and worst-case, 2016-21

Figure 37: Forecast of UK sales of spoonable yogurt, by volume, best- and worst-case, 2016-21

Figure 38: Forecast of UK sales of drinking yogurt, by value, best- and worst-case, 2016-21

Figure 39: Forecast of UK sales of drinking yogurt, by volume, best- and worst-case, 2016-21

Figure 40: UK retail volume sales for spoonable yogurt and drinking yogurt, 2012-22

Figure 41: UK retail volume sales for drinking yogurt, 2012-22

Figure 42: UK retail volume sales for drinking yogurt, 2012-22

Forecast methodology

Appendix – Launch Activity and Innovation

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Figure 43: New product launches in the UK yogurt and yogurt drinks market, by top 10 companies, 2013-17 (sorted by 2016)

Appendix – Usage of Yogurt and Yogurt Drinks

Figure 44: Usage frequency for yogurt and yogurt drinks, May 2017

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