

Yogurt and Yogurt Drinks - UK - July 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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“Widespread consumer concerns around the packaging waste generated by yogurt/yogurt drinks signals a warning to the category given the wider movement against plastic. However, companies which are proactive in developing more eco-friendly packaging, for example with recycled plastic, stand to burnish their image as socially responsible and to boost sales.”

– **Alice Baker, Research Analyst**

This report looks at the following areas:

- Companies must demonstrate their commitment to sustainable packaging
- Need for expansion in no added sugar children's yogurts
- Emphasis on live cultures is needed to strengthen digestive health associations

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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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