

Yogurt and Yogurt Drinks: Incl Impact of COVID-19 - US - September 2020

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the yogurt and yogurt drinks market
- The benefit of familiarity, affordability and versatility during a time of economic insecurity
- The evolving role of non-dairy options
- Experience and interest in yogurt/drink styles and formats



“Stay-at-home orders mandated by the pandemic have accelerated yogurt’s return to relevance, as consumers cling to familiar, affordable, health-focused options to meet snack cravings for themselves and their families.

– **Beth Bloom, Associate Director, US Food and Drink Reports**

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