



Health-conscious consumers driving demand for yogurt innovations

Americans continue to fill their shopping carts with yogurt products. Studies show that two out of three U.S. buyers have purchased spoonable yogurt, and three out of ten have purchased yogurt drinks.¹ Consumption of nutrient-dense yogurt has been noted as a marker of a healthy diet and lifestyle.²

Sales of these dairy case favorites are expected to continue to increase. Yogurt and yogurt drink total sales are expected to reach \$11.4 billion in 2021 and \$14.5 billion by 2024.¹

Some shoppers are avoiding the high-sugar and fat-free varieties that once dominated grocers' shelves. Consumers are looking for healthier options, such as yogurts which support digestive health (43 percent of buyers) or weight management (23 percent).¹

Whole-milk and full-fat yogurts are experiencing strong growth, as a result of more consumers understanding the benefits of fats in foods. Millennials are the most likely demographic to purchase this variety.¹

Greek, Icelandic and Australian yogurt are also showing robust growth compared to traditional yogurts.³ Consumers often appreciate the higher protein content and thicker texture of these strained yogurts.

YOGURT TIPS

- Spoonable yogurt accounts for 90 percent of total yogurt sales.¹
- More than 90 percent of American yogurt/yogurt drink buyers consume it for breakfast.¹
- Some parts of the world consume yogurt in other ways, such as a part of a savory meal or dessert.¹
- Frequent yogurt consumers have higher nutrient intake and improved diet quality.⁷



What's next for yogurt?

Interest in healthier products combined with consumer acceptance of fortified functional ingredients is well aligned with yogurt innovation.⁴

Reduced-sugar and yogurts

Interest in healthier eating is encouraging many consumers to reduce their sugar intake. In fact, 76 percent of the respondents in a recent study said they were trying to limit or avoid sugars in general.⁵ Zerosé® erythritol delivers a sweet, clean taste and adds body and smoothness to yogurt.

Novel or exotic flavors

Savory and vegetable-based yogurts such as beet, carrot and squash are entering the market. These yogurts may be used as a stand-alone snack or in recipes, such as soups, baked goods or smoothies. TREHA® trehalose can serve as a flavor stabilizer for yogurt, protecting flavor quality during processing and throughout a product's shelf life.

Yogurts for the label conscious

Ingredients such as modified food starch and gelatin help deliver a rich, creamy texture, but may not appeal to consumers seeking label-friendly alternatives. Fruit-based pectins, custom texturizing systems and starches such as the SimPure™ portfolio of functional native starches can help produce a desirable mouthfeel while also offering label-friendly appeal.

[What you need to know about replacing modified food starches](#)

Nutrition-enhanced products

One in five consumers expect their snacks to offer added nutrition.⁶ This may encourage more protein-, fiber- and probiotic-enhanced yogurt products to enter the market.⁴ Oliggo-Fiber[®] chicory root fiber adds soluble fiber as well as increases creaminess and mouthfeel while supporting sugar-reduction efforts. Vegan-friendly pea protein can also be used to boost a dairy-free yogurt's protein content.

More yogurt drinks

Sales of yogurt drinks have grown 62 percent between 2011 and 2016 and are expected to continue to rise, reaching \$10 billion by 2021.¹ These drinkable yogurts as well as other low-pH dairy beverages would not be possible without recent pectin advancements.

Cargill helps manufacturers capitalize on yogurt's growing popularity

Cargill's technical experts, broad portfolio and complete pilot facility can help food processors formulate innovative yogurt products. [Learn more.](#)

For more information on label-friendly ingredients, contact us at **1-877-SOL-UTNS (765-8867)** or <https://www.cargill.com/labelfriendly>

¹ Mintel. Yogurt and Yogurt Drinks-US. August 2016

² J. Nutr. Yogurt Consumption as a Signature of a Healthy Diet and Lifestyle. 2017

³ Transparency Market Research. Yogurts Market - North America Industry Analysis, Size, Share, Growth, Trends, and Forecast 2016 – 2024

⁴ Appetite. Consumers' acceptance and preferences for nutrition-modified and functional dairy products: A systemic review. June 2017

⁵ International Food Information Council (IFIC), Food & Health Survey. 2017

⁶ Mintel. Snacking Motivations and Attitudes. 2015

⁷ Eur J Clin Nutr. Yogurt, diet quality and lifestyle factors. May 2017