

# Today's Yogurt is Going Places



The U.S. yogurt category has been evolving in recent years, due to a convergence of trends and changing consumer behavior.



While Greek may have peaked and traditional dairy yogurts are down, emerging segments are growing rapidly. (2017-18)<sup>3</sup>



sales increase in dairy-alternative yogurt



sales increase in Icelandic yogurt

## Satisfying a range of current needs

**Label-friendly,** with simple, familiar ingredients



**Protein-rich** for satiety, energy and weight loss

**Functional food,** contributing to digestive health

**"Snackification"** convenience and portability



Protein packs a punch

**11.1% CAGR**

in yogurts containing an "excellent" source of protein.<sup>4</sup>

## OPPORTUNITIES FOR INNOVATION



**Reduced sugar:** 64% are likely to check sugar on label<sup>5</sup>



**Plant-based dairy alternatives,** including almond, coconut and cashew



**Global tastes:** Greek, Icelandic, Australian, French



**Regular/full-fat consumption** has increased, while low-fat is declining<sup>6</sup>



**Deliver on versatility:** Used as a meal, meal replacement, snack and dessert

<sup>1</sup> Mintel. "Yogurt and Yogurt Drinks," August 2016.

<http://www.mintel.com/press-centre/food-and-drink/us-yogurt-drinks-segment-increases-62-in-5-years>

<sup>2</sup> Packaged Facts, "The Yogurt Market and Yogurt Innovation, 3rd Edition." January, 2018

<sup>3</sup> Nielsen xAOC, 9/12/15-9/8/18

<sup>4</sup> Nielsen xAOC, 52 weeks 2/28/15-2/24/18

<sup>5</sup> Cargill proprietary research. "The Shifting Global Dairy Market," 2018.

<sup>6</sup> Packaged Facts, "The Yogurt Market and Yogurt Innovation, 3rd Edition." January, 2018