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)³

62% growth in yogurt drinks from 2011-16¹

55% of U.S. adults ate/drank yogurt in 2017²

48% chose regular/ full-fat (vs. 35% in 2007)²

55% ↑ sales increase in dairy-alternative yogurt

39% ↑ 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

OPPORTUNITIES FOR INNOVATION

- Reduced sugar: 64% are likely to check sugar on label⁵
- 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 declining⁶
- Deliver on versatility: Used as a meal, meal replacement, snack and dessert

³Nielsen xAOC, 9/12/15-9/8/18
⁴Nielsen xAOC, 52 weeks 2/28/15-2/24/18

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