Plant-based yogurts are catching more consumers' eyes

Helping the world *thrive*

Consumer attitudes toward yogurts are changing again. Plant-based yogurts are the new market disrupter, replacing protein-rich Greek yogurts as the rising star of the dairy case.[1]

Plant-based product sales are booming, with the segment now a $3.7 billion market. Plant-based milk – a $1.8 billion market – now comprises 13% of retail milk sales. Plant-based dairy products, excluding milk, reached $697 million for the 52 weeks ending June 2018. Several categories stood out as consumer favorites.[2]

U.S. shoppers are leading the charge toward plant-based yogurts, but other markets showing strong growth include France, Italy, Belgium and the U.K.[3]

SALES GROWTH IN PLANT-BASED DAIRY

Plant-based creamer: ↑62%

Plant-based yogurt: ↑54%

Plant-based cheese: ↑41%

Plant-based ice cream: ↑40%

Source: Nielsen data cited in The Good Food Institute infographic

Who's adding plant-based foods to their cart?

Interest in plant-based foods is broader than those who identify as vegetarian or vegan.

Up to half of all shoppers report consuming both dairy and dairy alternative products, while only 12% are true dairy avoiders.[4]

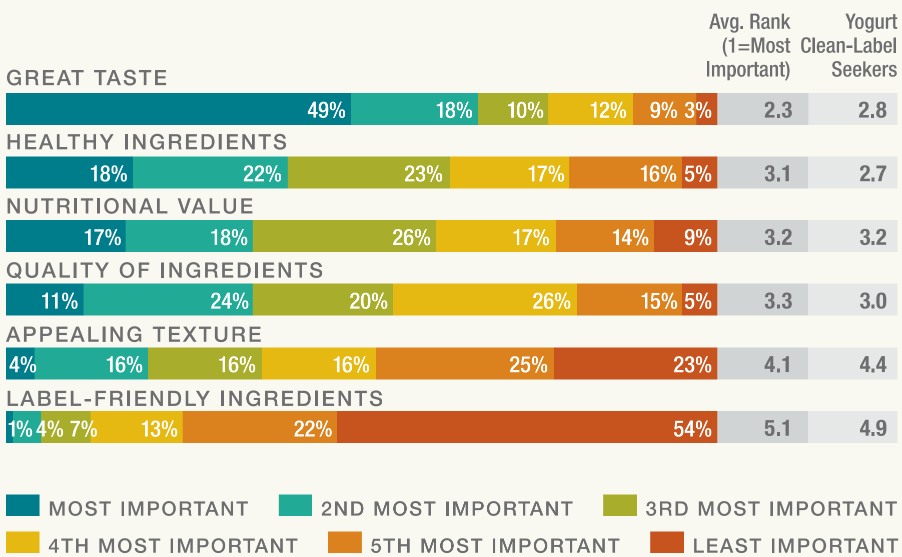
The International Food Information Council reports that 24% of consumers eat more plant-based protein than they did 12 months ago, and 34% eat plant-based proteins at least once a day.[5]

Consumers have high expectations for plant-based yogurts

While many shoppers choose plant-based yogurts for their perceived health benefits, this shouldn't come at the expense of taste, which is still the primary purchase driver.

Source: Cargill proprietary research

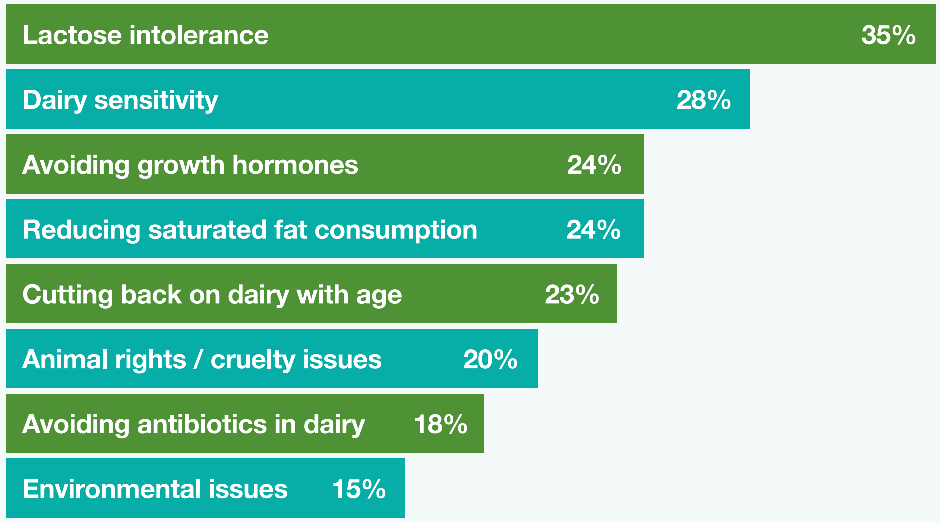
Importance of Product Attributes in Yogurt Purchases



Reasons for dairy avoidance

Cargill conducted proprietary research to better understand global consumer attitudes toward dairy and dairy alternative products. Reasons for avoiding dairy were as diverse as the options in the dairy case.[6]

Younger respondents were more likely to mention animal rights or environmental issues as a reason to avoid dairy products.



Meeting consumer demand

Products that focus on taste, nutrition and ingredients are more likely to gain consumer interest.

Taste

Consumer-pleasing taste and texture keep consumers interested in the category and broaden the appeal for yogurt as an any-time-of-day snack. Our research shows that almond is the preferred dairy alternative source, followed by coconut.[7]

45%

of consumers expect dairy alternatives to provide the same experience as real dairy.

Nutrition

Dairy alternative products, and especially yogurts, seem to be held to a higher standard than other products. Many shoppers prefer products with additional nutritional benefits, such as added fiber or probiotics, and less added sugar.

9.2

grams is the sugar preference threshold for yogurt.[8]

Ingredients

Shoppers increasingly want products made with simple ingredients. Our research indicates that consumers are more likely to check the ingredient list on dairy alternative products than for other dairy products.[4]

GMO's

are avoided by more purchasers of yogurt and dairy alternatives than by buyers of ice cream and flavored milks.[9]

Learn more about the shifting global dairy market in this white paper.

Cargill® Helping the world *thrive*

References

[1] Packaged Facts. The Yogurt Market and Yogurt Innovation, 3rd Edition. 2018

[2] The Good Food Institute. https://www.gfi.org/images/uploads/2018/09/Good-Food-Institute-Plant-Based-Nielsen-Data-Sheet-2018-0911-v3.pdf

[3] Euromonitor International. "Packaged Foods Innovations in Plant-based Yoghurt." February 2019.

[4] Cargill. "The Shifting Global Dairy Market." 2018. https://www.cargill.com/doc/1432126152938/dairy-white-paper-2018.pdf

[5] International Food Information Council. "2019 Food and Health Report." https://foodinsight.org/wp-content/uploads/2019/05/IFIC-Foundation-2019-Food-and-Health-Report-FINAL.pdf

[6-9] Ibid, The Shifting Global Dairy Market.

* There is no single definition of "non-GMO" in the USA. Contact Cargill for source and processing information.

Claims: *The labeling, substantiation and decision making of all claims for your products is your responsibility. We recommend you consult regulatory and legal advisors familiar with all applicable laws, rules and regulations prior to making labeling and claims decisions.*

Helping the world *thrive*