

Yogurts – US – February 2005 (\$2995.00)

Yogurt is a \$2.8 billion market that experienced 7.8% growth in 2003, indicating that this is a category that still has room to grow. While yogurt itself as a product has been on the shelves for many years, it was only in the past few years that manufacturers began making a concerted effort to directly target certain groups of consumers, beginning with children and their need for healthy, portable snacks. From 2001 to the present, yogurt has also evolved into a meal or snack for adults that is not necessarily relegated to “diet food” status, and is being positioned instead for its significant health benefits.

While the low carb craze has the potential of having an adverse impact on yogurt sales, manufacturers are combating this by developing low carb offerings, though continuing to maintain their usual roster of products. In addition, because the carbs in yogurt are naturally occurring due to lactose milk sugars, these carbs are considered by many to not have the same kind of negative impact as complex carbohydrates from pasta and bread, for example (the “good carb/bad carb” debate).

Overall, the market for yogurt is expected to continue growing, particularly as manufacturers expand beyond their typical target market and look for niches within those segments, for instance, catering to women with particular supplement needs or the elderly. New products, flavors, and formulations will lead the charge for growth in the yogurt market.

Mintel’s report on yogurt market covers trends, market drivers, the supply structure, and distribution, as well as providing a detailed breakdown of consumer habits. A five-year market forecast helps you plan for the future of the yogurt market.

Definition

The following products are included in this report:

- Spoonable yogurt (e.g. Yoplait, Dannon)
- Squeezable yogurt or yogurt in a tube (e.g. Go-GURT, Yo-Squeeze)
- Goat and sheep yogurt, as well as non-dairy yogurt (yogurt-type products derived from soy milk)

Excluded from this report are frozen and drinkable yogurt products. These products are analyzed in Yogurt Drinks—U.S., consumer intelligence, April 2004, Smoothies—U.S., consumer intelligence, February 2004, and Ice Cream—U.S., consumer intelligence, August 2003.

Sales of yogurt at foodservice, restaurants, fast food establishments, and vending machines are also excluded.

This report contains US IRI InfoScan data.