A YEAR OF INNOVATION IN YOGURT, 2020

Yogurt producers are striving to balance nutritious credentials with an indulgent appeal, as the big players expand into plant-based recipes.
Report Content

- Global opportunities
- Our pick of the most innovative launches in this review
- Yogurt meets Mintel Trends
- Global retail market overview: yogurt, 2020

EUROPE, MIDDLE EAST & AFRICA (EMEA)

- The opportunities: EMEA
- Europe retail market overview: yogurt, 2020

Europe: a focus on indulgent yogurt

- Yogurt is widely eaten as a treat in the UK
- Innovate around flavour combinations to boost the indulgent appeal
- Müller Light sets the pace on permissible indulgence
- Seek inspiration from desserts

Europe: dairy yogurt faces competition from plant-alternatives

- Yogurt sales face competition as consumers turn to plant-based alternatives
- Dairy leaders expand into plant-based yogurt

Europe: the impact of COVID-19 on consumer attitudes towards yogurt

- The role of yogurt during the COVID-19
- Yogurt brands call out digestive health benefits on-pack
- Arla introduces Got GUTS? in Finland
- Leverage the health halo of yogurt for immunity support in children

Middle East & Africa

- Natural credentials and freshness continue to influence Middle Eastern yogurt innovation
- Indulgent yogurts emerge in Africa

ASIA PACIFIC (APAC)

- The opportunities: APAC
- APAC retail market overview: yogurt, 2020

Asia Pacific: balancing health with indulgence

- Brands are striving to add an indulgent quality to healthy yogurts
- Indulgent, better-for-you yogurts launched in Asia
A year of innovation in yogurt, 2020

- Graph 1: spoonable yogurt NPD, by top five fruit flavours, 2018-20
- Graph 2: "Which of the following ingredient would you want your ideal yogurt to contain?", May 2019
  - Fruit can create multi-textured experiences
  - Vaalia introduces sorbet sensations in Australia

Asia Pacific: yogurt producers work hard to celebrate naturalness
  - Innovation in natural yogurt continues
    - Graph 3: yogurt NPD featuring natural claims, 2015-20
  - Brands use organic certification to build trust
  - Biodynamic dairy farming could be the 'next organic'
  - Happy cows means better quality milk
  - Brands should celebrate the dairy source
  - Ingredient transparency can accentuate natural attributes

THE AMERICAS
  - The opportunities: Americas
  - Americas retail market overview: yogurt, 2020

North America: health and wellness trends shape yogurt innovation
  - A new generation of yogurt is needed
  - Danone introduces high protein, low sugar 'Two Good' into the US
  - Formulate with trendy nut butters to stay relevant among young consumers
  - Chobani embraces the ongoing plant-based dairy trend
  - Yoplait taps into the clean-label trend
  - Brain health could be the next functional health claim in yogurt

Latin America: a focus on high protein yogurts
  - Graph 4: launches of spoonable yogurt, by share of high/added protein claim, 2015-2020
  - From high-protein Greek yogurt to skyr
  - Latin America: high protein yogurts in innovative flavours
  - Local brand adds creatine to enhance energy claim