A YEAR OF INNOVATION IN YOGURT, 2021

Yogurt brands are innovating around the inherent probiotic and protein-rich qualities of their recipes, and also diversifying the use of textures and flavours.
Report Content

- What we have seen
- Innovation opportunities in yogurt
- Our pick of the most innovative launches in this review
- Other interesting launches
- Global retail market overview: yogurt, 2021

EUROPE, MIDDLE EAST & AFRICA (EMEA)

- EMEA retail market overview: yogurt, 2021

Europe: yogurt innovation reflects consumer concerns about high sugar content
- Consumers want yogurt recipes with less sugar
  - Graph 1: yogurt launches, by share of sugar claims, 2017-2021
- Yogurt launches with no added sugar or sweeteners
- Brand innovation/renovation: Biotiful Dairy expands range to include yogurt

Europe: yogurts with high protein content record a rise in launch activity
- Lockdown consumers are using yogurt as a workout support
  - Graph 2: yogurt launches, by share of high/added protein claims, 2017-21
- Notable high-protein yogurt launches

Middle East and Africa
- Yogurts innovate around limited editions and social media connections

ASIA PACIFIC (APAC)

- APAC retail market overview: yogurt, 2021

Asia: yogurt brands innovate around different textures
- Consumers are interested in tea house textures
  - Graph 3: yogurt launches, by share of chunky, crispy, chewy and tender textures, 2017-21
- Spoonable yogurt with added chewy textures

Asia: added protein and fibre claims feature on more yogurt launches
- Consumers intend to eat more nutritionally-dense foods
  - Graph 4: yogurt launches, by share of plus claims, 2017-21
- Japanese yogurt launches with plus claims
Australia and New Zealand
• Yogurt brands celebrate the use of natural flavourings

THE AMERICAS
• Americas retail market overview: yogurt, 2021

North America: yogurt launches see a rise in limited-edition flavours
• A wider variety of flavours is enticing more consumers to yogurts
  - Graph 5: yogurt launches, by share of limited edition claims, 2017-21
• Yogurts with limited-edition flavours
• Brand innovation/renovation: Maison Riviera launches Versailles collection

North America: ethical claims pivot towards human welfare
• COVID-19 brings consumers’ compassionate values into focus
  - Graph 6: yogurt launches, by share of ethical claims, 2017-21
• Ethical yogurt products
• Brand renovation/innovation: a focus on Chobani

Latin America: probiotic yogurts are an attractive option for consumers
• Consumers are interested in probiotics and their functional effects
  - Graph 7: yogurt launches, by share of probiotic and functional - immune system claims, 2017-21
• Innovative probiotic yogurt launches
• Brand renovation/innovation: La Serenisima Yogurísimo Estilo Artesanal